



Department of Media Studies and Journalism
Internship Report

Prepared by

Name: Ridwan Mahfuz

ID: 191012055

Term: Fall 2023

Course Code: MSJ-11498

Host Organization: Bangladesh Youth Leadership Center (BYLC)



Date of submission: December 12, 2023

Table of Contents

Content	Page no.
Student Details	3
Internship Details	3
Acknowledgment	4
Plagiarism Declaration	5
Internship Report Approval Form	6
Introduction	7
Expectation	8
Host Organization	9
Organogram	10
Task list	11
Project 01:	13-18
Project 02:	19-24
Project 03:	25-29
Project 04:	30-33
Project 05:	34-38
Project 06:	39-43
Project 07:	44-49
Project 08:	50-55
Internship Outcome	56-57
Workplace Log	58-75
Self-Assessment Form	76-78
Professional Competencies	79
Concluding Remarks	80
Appendix	81-87

Student Details:

Name	Ridwan Mahfuz
ID	191012055
Department	Media Studies and Journalism
Major Concentration	Digital TV & Film Production
Minor Concentration	English
Career Objectives	I aspire to become a visionary cinematographer and editor, to craft compelling visual narratives that resonate with both local and global audiences.

Host Organization Details:

Host Organization	Bangladesh Youth Leadership Center (BYLC)
Address	Level 11 & 12, Medona Tower 28 Mohakhali C/A, Dhaka 1213
Web	https://bylc.org/
Host Organization Supervisor	Anowar Sadat (Deputy Manager, BYLCx)
Internship Area	Audio-visual Team (Worked as an Audio-visual Assistant)
Internship Start Date	01 October, 2023
Internship End Date	10 December, 2023
Average Working Hour (per week)	Approximately 40 hours
Total Working Period	Approximately 9 weeks

Acknowledgement

Completing my internship at Bangladesh Youth Leadership Center (BYLC), as an audio-visual assistant has been a valuable and enlightening experience for me, that I believe will further guide me in my future endeavor both as a young professional and as an individual. I would like to acknowledge all those individuals whose contributions, no matter how small, have played a part in shaping this journey.

I extend my sincere gratitude to my internship advisor Andalib Rubayat Sir for his supervision and kind guidance in resolving all my challenges throughout the internship period.

I would like to express my gratitude to the team BYLCx (The online learning academy of BYLC) for providing me with the opportunity to apply my academic competencies in a real-world setting. My heartfelt thanks goes to Risan Ahmed (Senior Executive, BYLCx) who never treated me just as his colleague, but as a younger brother and always provided me with inspiration and affection. I extend my appreciation to Tanvir Ahammed Tohin (Audio-visual Executive BYLCx) who has always been by my side as a mentor.

I would like to express my sincere gratitude to the faculties of Media Studies and Journalism Department, whose guidance and teachings have equipped me with the skills and knowledge necessary for this internship.

My utmost gratitude and appreciation go to my family for their never-ending support throughout my entire life. Their sacrifices and understanding made it possible for me to pursue this internship and come this far.

My heartfelt thanks go out to my fellow MSJ classmates, and my friends. I consider myself very lucky to have you by my side during my whole university life and especially during my internship period.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Ridwan Mahfuz

ULAB ID: 191012055

Signature _____

INTERNSHIP REPORT APPROVAL FORMStudent Name: Ridwan MahfuzID No.: 191012055Major: Digital Film & TV ProductionYear: 2023Local Phone: 01314923450Email: ridwan.mahfuz.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Bangladesh Youth Leadership Center

Internship /Project Report

Topic: _____

Semester (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☐ Fall 2023

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-writeRemarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: Andalib RubayatTitle: Senior LecturerE-mail: andalib.rubayat@ulab.edu.bd

Phone: _____

INTRODUCTION

As a student of Media Studies and Journalism, with a major in Digital Film and TV production, I had set my target to work in a professional environment where I could apply my academic experience and passion on crafting successful audio-visual productions, while nurturing my inner potentials. Fortunately, I got the opportunity to work at Bangladesh Youth Leadership Center as an audio-visual assistant that provided me a transformative experience.

During my internship at BYLC, I acquired a diverse set of technical competencies integral to Digital TV and Film Production. Engaged in the end-to-end process of audio-visual production, I acquired skills in scripting, filming, and post-production using industry-standard software. The experience deepened my proficiency in using different audio-visual media and elements.

Beyond the realm of technical skills, my internship at BYLC served as a cornerstone for personal development. The challenges encountered in a real-world setting not only developed my problem-solving skills but also nurtured resilience and a proactive mindset. Working in a leadership training institute provided me with insights into the idea of effective leadership, fostering a sense of responsibility and ownership over my contributions.

My internship journey has been a profound and enriching one, enabling me to bridge the gap between academic knowledge and real-world application. Within these pages, I will delve into the invaluable experiences, skills acquired, challenges encountered, and lessons learned throughout my internship journey.

.

EXPECTATIONS

Working as audio-visual assistant in BYLC provided me with a hand full of professional and personal skills that aligned with my expectations and beyond.

The following text points out several expectations that I aimed to fulfill during my internship journey.

- Acquire expertise in operating audio and visual equipment, including cameras, microphones, lights and different editing software.
- Improve skills in maintaining a consistent visual style across different productions.
- Gain hands on experience related to different production phases, such as script evaluation, storyboarding, and efficient equipment setup.
- Gain experience to interpret project's visions and possible outcomes in the preliminary phase.
- Enhance communication skills to effectively collaborate with the creative team and other peers.
- Develop problem-solving skills to mitigate unexpected challenges during the production process.
- Improve time management skills.
- Achieve personal growth and increase confidence.

HOST ORGANIZATION

The Bangladesh Youth Leadership Center (BYLC) is a non-partisan social enterprise dedicated to support the young individuals of Bangladesh. The organization is committed to equip the youth with leadership, professional, and entrepreneurial skills that would empower them to make a significant impact in the public, private, and civil sectors. BYLC operates through four key programs designed to achieve its goals and vision:

Skills Development Program: This program focuses on cultivating changemakers by imparting essential 21st-century skills to the youth of Bangladesh.

Office of Professional Development: This program aims to bridge the gap between youth and employment opportunities by providing career guidance services to university students and young professionals.

BYLCx (Online Learning Platform): Through BYLCx, the organization seeks to offer meaningful learning experiences to youth, accessible from anywhere and at any time. This online learning platform covers a diverse range of topics, including communication, critical thinking, professional development, entrepreneurship, and more.

BYLC Ventures: BYLC Ventures is dedicated to support passionate young founders and entrepreneurs in bringing their innovative ideas to life. This involves providing technical, professional, and financial support.

Founded in 2008, BYLC has evolved over 15 years from a small living room project into one of the most trusted and respected youth leadership platforms in Bangladesh.

Organization Profile

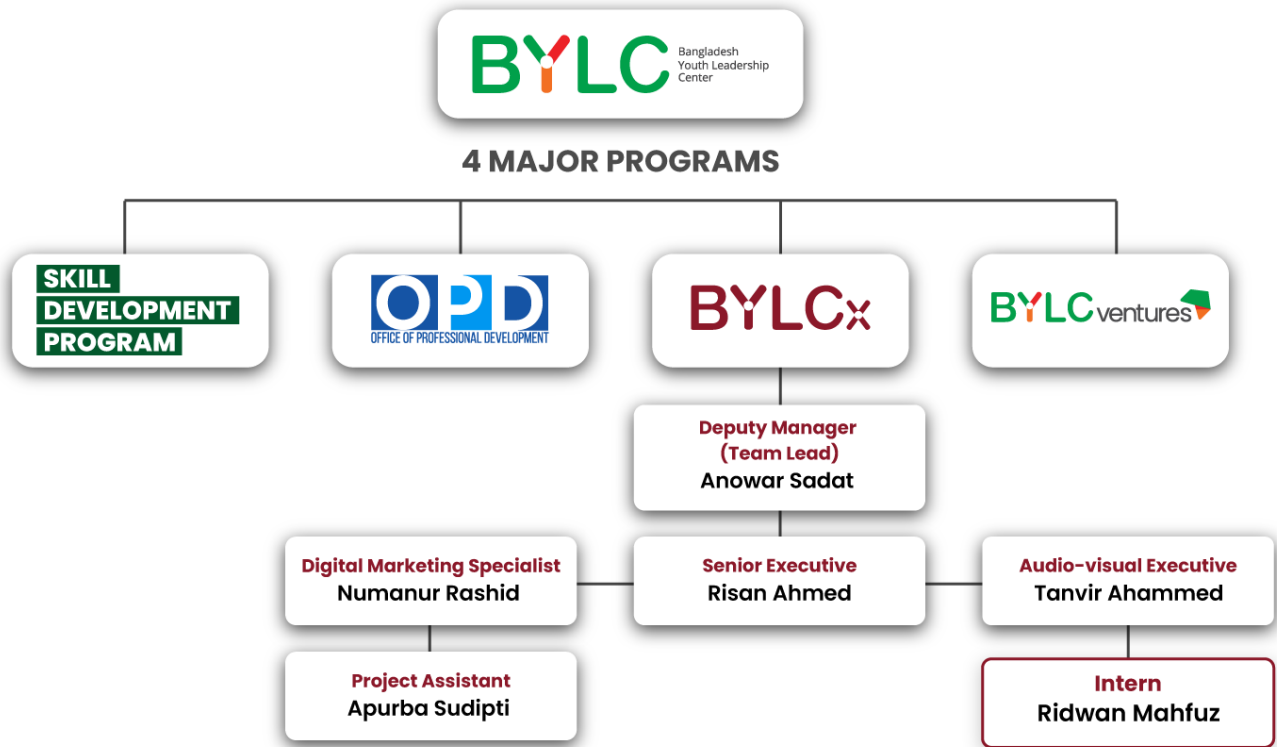
Organization Type: Non-partisan social venture

Address: Level 11 & 12, Medona Tower, 28 Mohakhali C/A, Dhaka 1213

Website: <https://bylc.org/index.html>

Logo:  Bangladesh Youth Leadership Center

Organogram of BYLC



Task List

As shown in the organogram, I have conducted my internship under the ‘BYLCx’ program, the online learning academy of BYLC. As an intern in the audio-visual team, my core responsibility was to work collaboratively with the creative team and other stakeholders to produce effective and engaging educational-contents and learning-materials that ensures the company’s standard. The following list showcases the responsibilities and tasks I was assigned with during the internship period-

- Develop course visualization concepts and implement the ideas through creative presentations.
- Reviewing shooting-scripts and raw material to create shot lists based on scenes' value and continuity.
- Operating and maintaining audio-visual equipment, ensuring technical proficiency during recording and shooting sessions.
- Working with chromakey.
- Video editing, color grading and basic sound designing.
- To Craft engaging static and motion graphics to promote brand-focused messages in different social platforms.
- Forwarding design-drafts to supervisor and make revisions based on the feedback received.
- Checking finalized contents before publishing.
- Maintain relationships with relevant stakeholders, including other departments as well as external partners.
- Organize and maintain an efficient file management system for audio and visual assets.

Projects

Project-1

Project Title: কিভাবে ইফেক্টিভলি পড়বেন (Image Carousel)

Publication Link:

<https://shorturl.at/CHSVX>

<https://shorturl.at/exJY2>

Project assigned date: 08 October, 2023

Publication date: 09 October, 2023

Project Description: An image carousel is a feature on social media platforms that allows users to share multiple images or content in a single post. Instead of posting individual images one after another, users can create a carousel, which is a swipe-able or scrollable series of images within a single post. This feature allows to deliver learning materials in a sequential manner along with compelling visuals, that makes the overall content more engaging. This project features an image carousel, titled “কিভাবে ইফেক্টিভলি পড়বেন”, that provides 9 effective reading strategies.

My responsibility:

My task for this project was to design the carousels with compelling graphics. I was given the artistic freedom, but required to maintain consistency in some extent to keep the overall brand aesthetics intact. The following text points out a step-by-step progression of the overall task.

- As I was new to this type of designing, I had to go through a bunch of references to understand the design trends that might align with the content.
- Following that I determined a rough plan for the design that was consistent with the existing brand aesthetics, maintaining the brand color scheme and font preferences.
- To compliment the design, I looked for other visual elements such as pictures and vector arts from credible online sources.
- After collecting all the resources, I manipulated them for a perfect blend with the vector design. This manipulation includes masking, color collection of JPEG images and changing color of the vector elements.

- After compiling all the visual elements together, I asked for reviews from my supervisor, and made changes to errors according to his feedback.

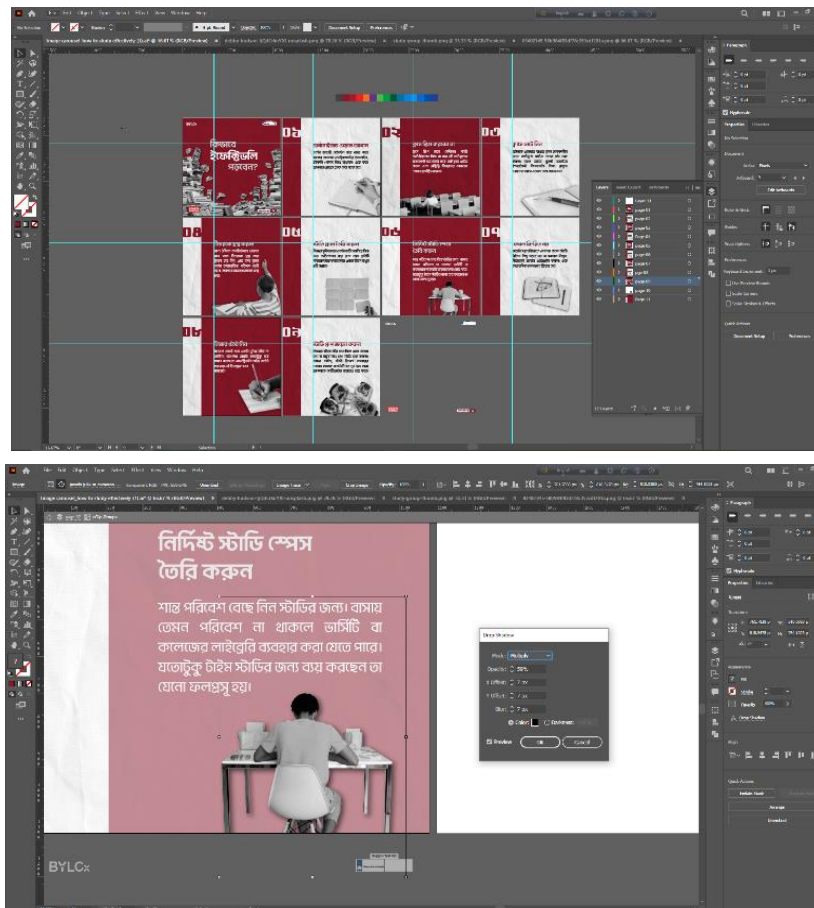


Figure 1.1: Screen shot of edit panel in Illustrator

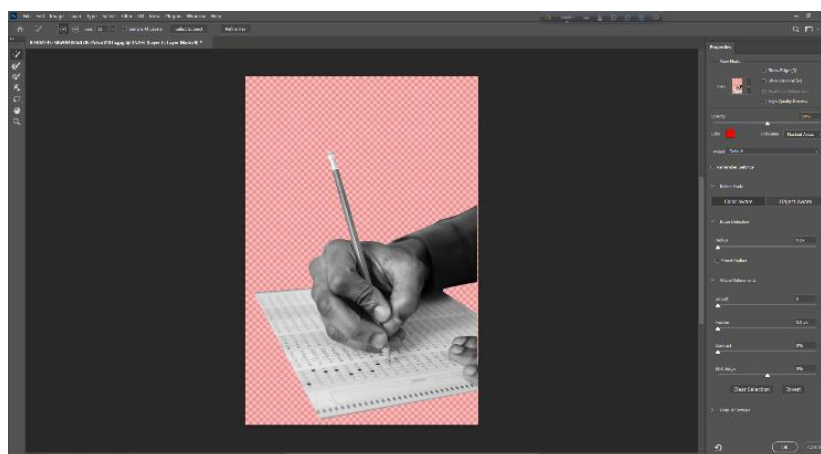
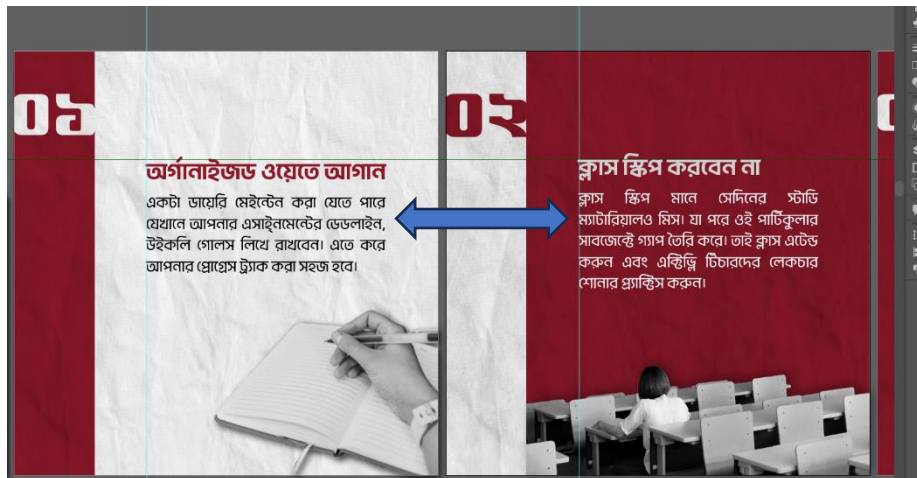
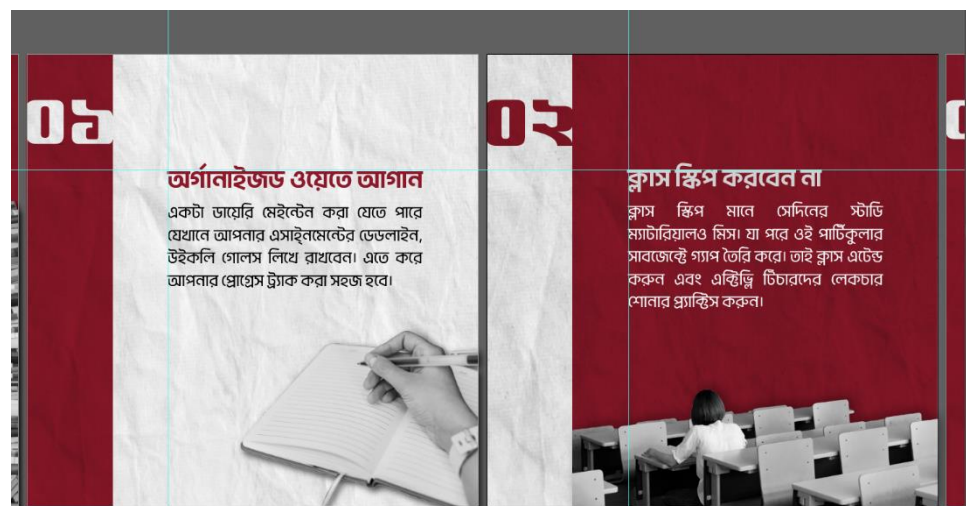


Figure 1.2: Screen shot of edit panel in Photoshop (masking)

Figure 1.3: Correction for carousel “কিভাবে ইফেক্টিভলি পড়বেন” (Problem with alignment)



There were problems with alignment among different texts

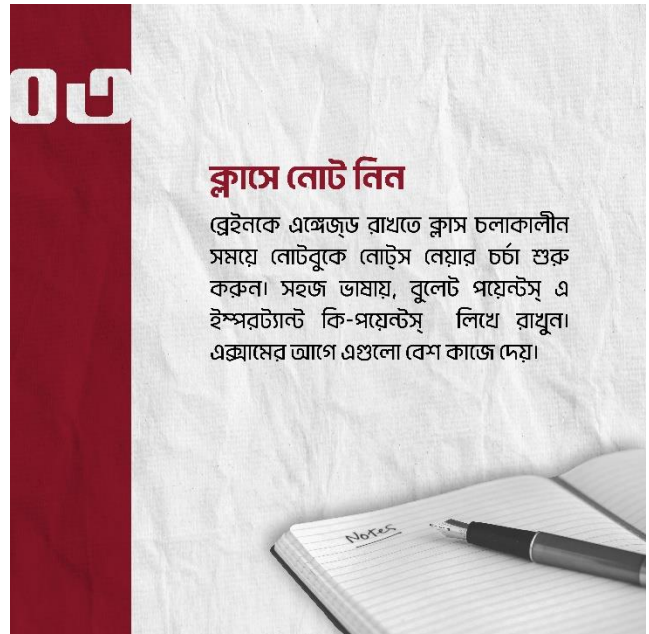
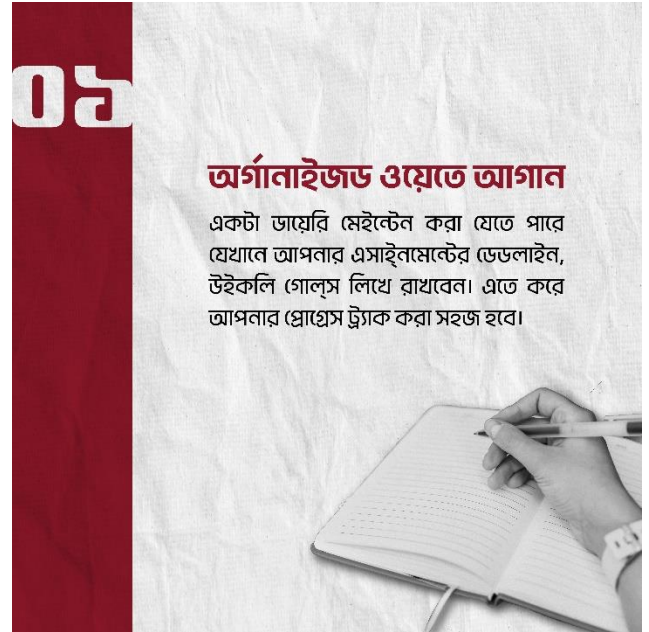
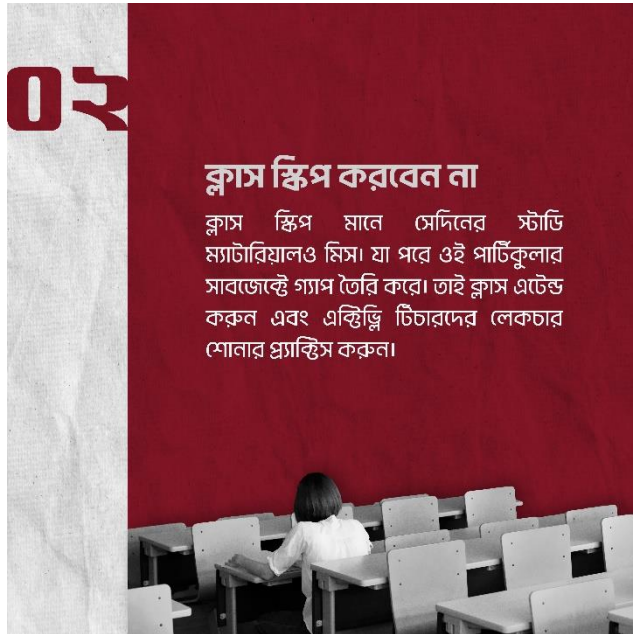
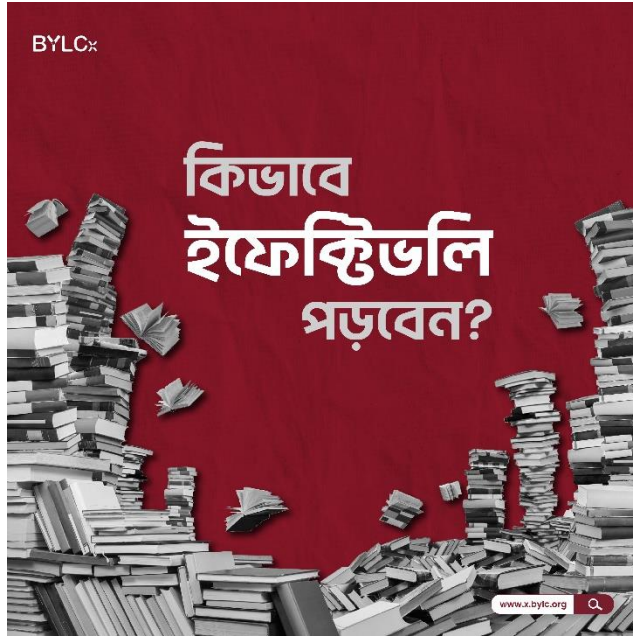


Corrected using the ruler tool

Figure 1.4: Correction for carousel “কিভাবে ইফেক্টিভলি পড়বেন” (Over-weighting elements)



Figure 1.5: Few pages from the final design



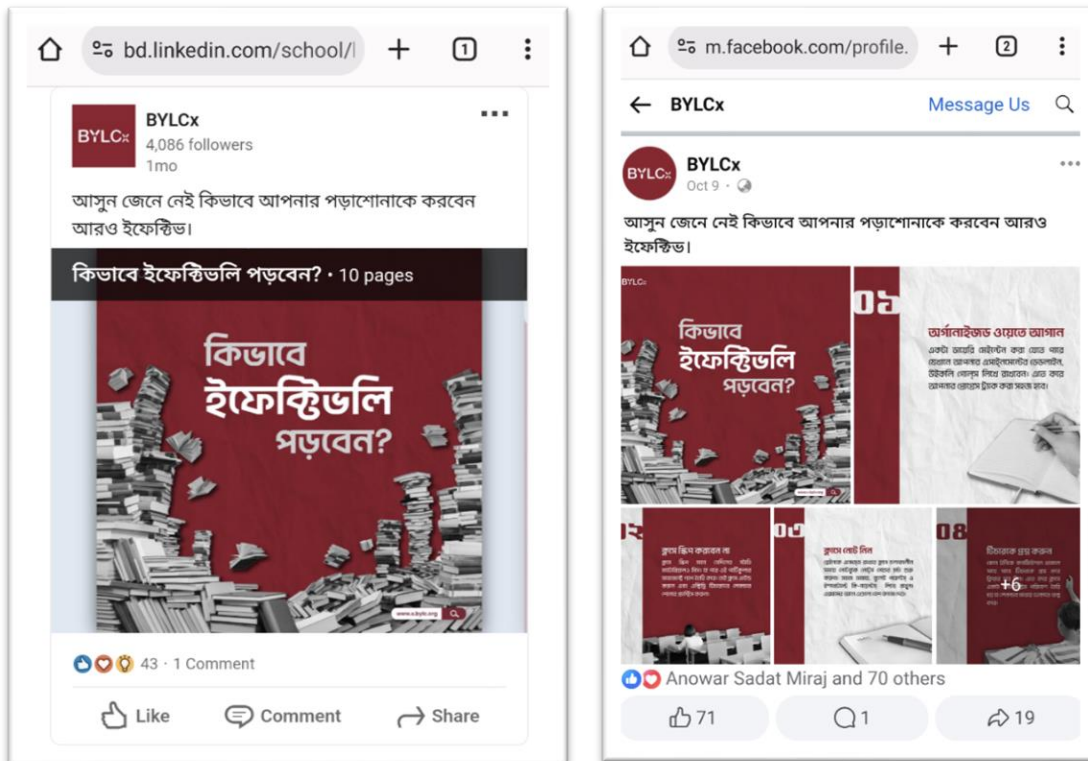


Figure 1.6: Screen shot of social media posts (Facebook, LinkedIn)

Challenges:

Being unfamiliarized with this sort of design, made the whole process a bit challenging for me. I struggled to decide on a design that was elegant yet compelling at the same time. I was concern about not to make the design overwhelm the content itself. I also struggled with distributing the complimentary visual elements with the main text.

Mistakes:

- I was unaware about aligning some text perfectly.
- I was using too many visual elements in a single frame, leading to visual overload.
- I was unaware to ensure that the text was readable on smaller screens or when viewed on mobile devices.

Learnings:

- Familiarized with a wide variety of design trends.
- Learned how to distribute different visual elements while crafting a design.
- Familiarized with different short-cuts in Adobe Illustrator and Photoshop that helped me to be more proficient.
- Familiarized with a bunch of credible websites to get designing resources.
- Improved the overall graphic designing knowledge.

Project-2

Project Title: জব ইন্টারভিউ শেষে কি প্রশ্ন করব? (Short-tips reel)

Publication Link:

<https://www.facebook.com/reel/812885377189229>

<https://shorturl.at/gpBG5>

Project assigned date: 02 October, 2023

Publication date: 08 October, 2023

Project Description: Short-tips reel refers to concise and engaging videos delivering bite-sized package of knowledges, making learning process more accessible and enjoyable. BYLCx strategically uses this dynamic medium through different social media platforms to integrate learning to the users' daily scrolling routine. The short-tips video titled as “জব ইন্টারভিউ শেষে কি প্রশ্ন করব?” provides guidance to job seekers on asking thoughtful and strategic questions that can create a positive impact on the interview board.

My responsibility:

My task for this project was to visualize the initial script provided by my peer, and to transform it into an engaging short video. The following text points out a step-by-step progression of the overall task.

- My initial task was to sort out a shot-list and character activities to outline the visual flow of the video, emphasizing on the key elements and transitions.
- Completing the initial plan, I forwarded it to my supervisor for review. After getting his approval I looked for a suitable place in the office to execute the shooting.
- I improvised the shot-list and character-actions with a simpler plan, since I could not find a perfect place to pull-off the initial planning.

- Before the shooting I made a check-list for necessary equipment, ensuring the all the devices were fully charged.
- In the shooting phase I contributed as the cinematographer.
- I assisted my supervisor in the editing process, by rough-cut, color grading the footage, and by creating a transition in After effects.
- After completing the final edit my supervision forwarded to me for a final check.



Figure 2.1: Screen shot of some Raw footages

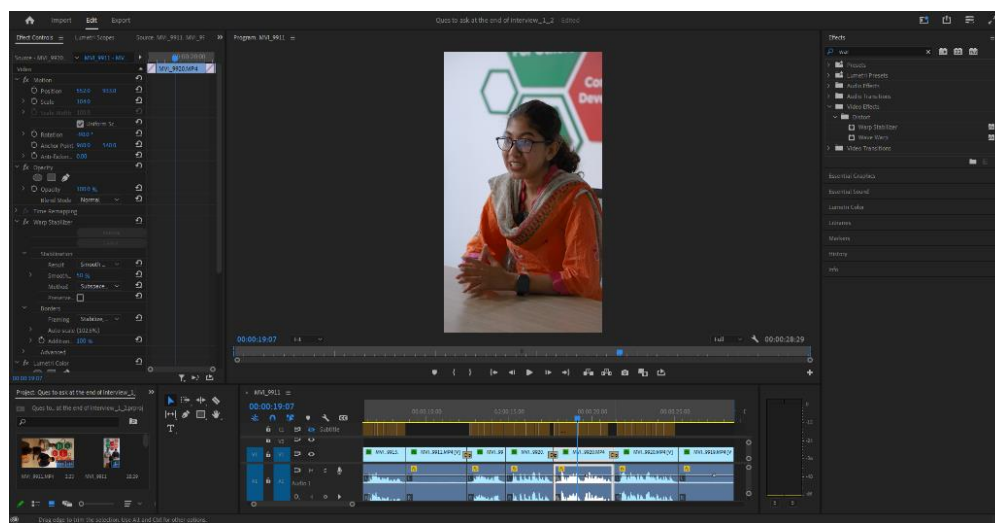


Figure 2.2: Screen shot of edit panel in Premier Pro



Figure 2.3: Screen shot of edit panel in Premier Pro (Color Grading)

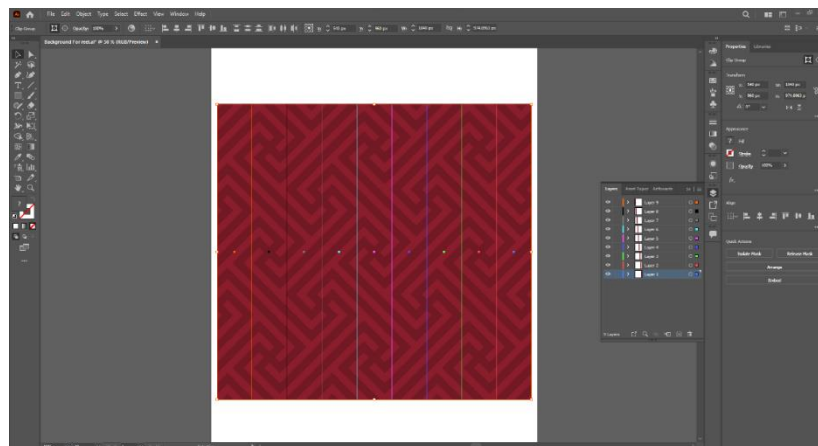


Figure 2.4: Creating vector background in illustrator as transition asset

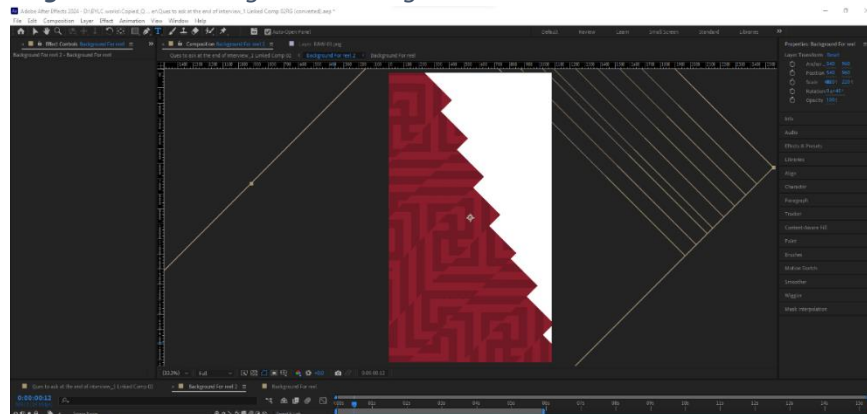


Figure 2.5: Animating the vector background in after effects

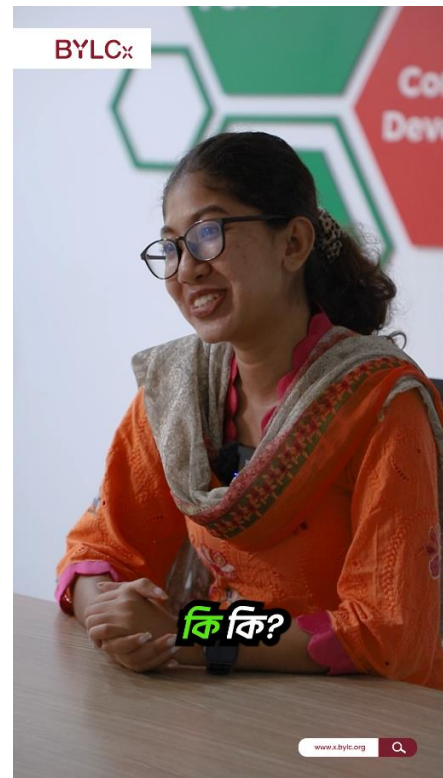


Figure 2.6: Screen shots of final video

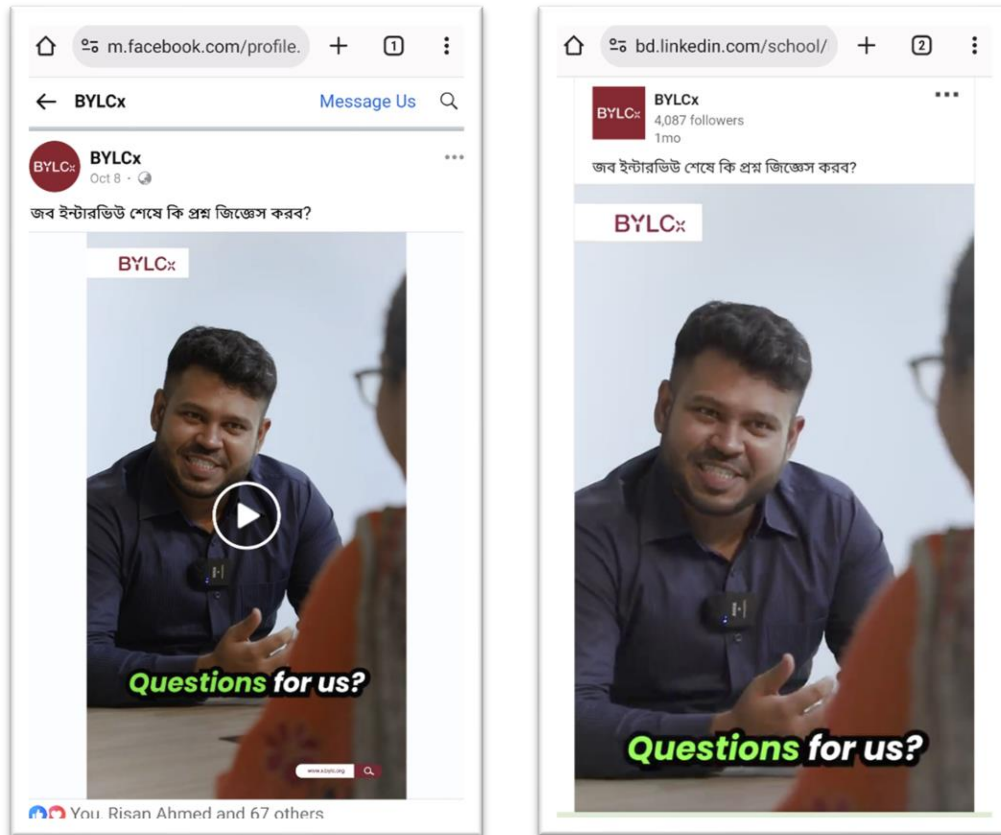


*Figure 2.7: Screen shots of social media posts
(Facebook, LinkedIn)*

Challenges: Shooting in a different aspect ratio (9:16) made me struggle to organize multiple characters in a single frame. I had to work in rush, as my peers who performed in front of camera had other official works. Altogether the situations were not in my favor.

Mistakes:

- Focusing more on the composition, I lacked effort on the lighting, that declined the overall quality of the video at large.
- My initial planning for the visual exceeded what was achievable or realistic in practice.

Learnings:

- Improved improvising skill.
- Got to familiarized with new tools and editing workflow in after effects.
- Realized the significance of realistic plan determining available assets for a successful production.

Project-3

Project Title: Digital Marketing Myth Bust series (Short-tips video)

Publication Link:

<https://www.facebook.com/reel/708259980732966>

<https://shorturl.at/agyS1>

Project assigned date:

08 October, 2023 (1st video of the series)

16 October, 2023 (2nd video of the series)

Publication date:

15 October, 2023 (1st video of the series)

21 October, 2023 (2nd video of the series)

Project Description: Short-tips videos refers to concise yet engaging learning materials that are often posted on different social media platforms, with a view to reaching a broader audience. BYLCx, embracing the principles of microlearning, posts short-tips videos on a regular basis that covers a wide variety of subject matter. “Digital Marketing Myth Bust series” is a compilation of two short-tips video that uncovers common misconceptions surrounding digital marketing strategies. These videos aim to helps marketers and business professionals by debunking misinformation related to online advertising, SEO (search engine optimization) practices, social media strategies, and other facets of digital marketing.

My responsibility:

My task for this project was to make the learning materials engaging by complimenting them with different audio-visual elements. The following part reveals a sequential progression of my overall tasks.

- Before the shooting, I made a checklist on necessary equipment making sure they were ready to use for filming.

- I had to work with chroma-key for this project. Shooting with green screen required me a range of tasks that included arranging the lighting setup, determining the placement and distance of the speaker from the background.
- While filming, I determined if the presentation of the speaker was energetic and constant regarding the tone and pace.
- Editing the video, my first task was to sort out usable footages and put them in a timeline maintaining proper transition and gaps.
- Next, I removed the green screen using specific tools from the editing software and color grade the footages.
- Next, I determined what visual elements can be used to compliment the presentation. Listing out, I looked for stalk footages and vector assets that aligned with the content. I made some motion graphics and animated infographics using the downloaded vector assets.
- My supervisor taught me some tricks on how to add subtitle in a video with strategic manner, which I implemented for this video.
- Finally, I put together all the elements with a suitable background music, and forwarded to my supervisor. He was satisfied with the final outcome.

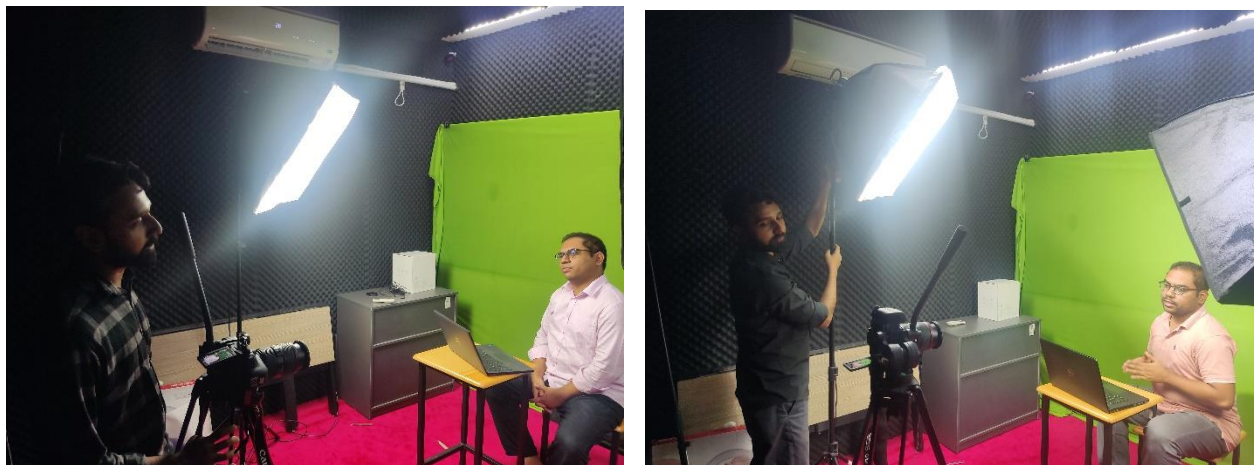


Figure 3.1: Behind the scene of shooting



Figure 3.2: Screen shot of raw footage, and edit panel of Premier Pro (removing green background)

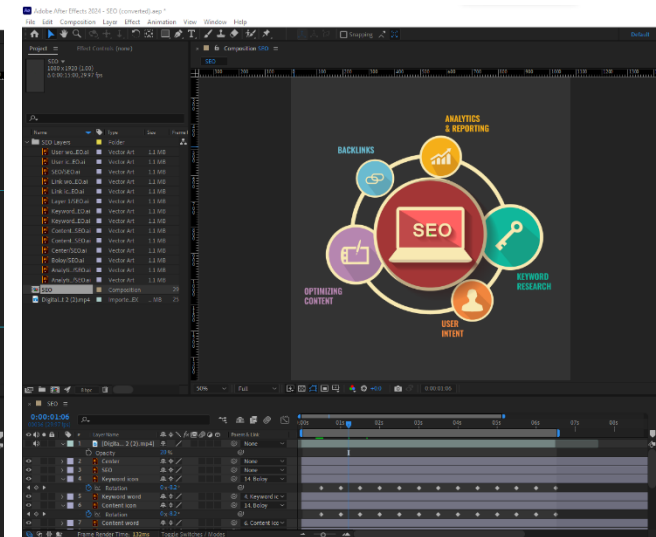
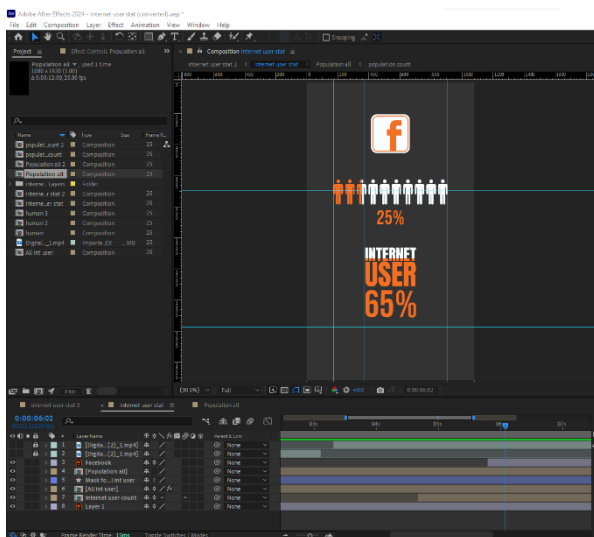


Figure 3.3: Screen shots from After Effects edit panel (Creating motioned graphics and animated infographics)

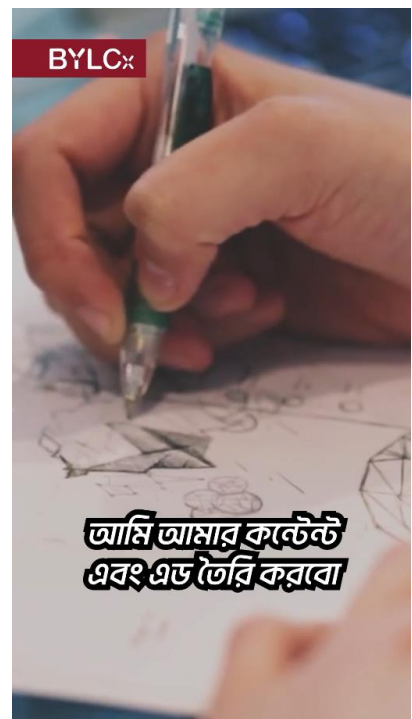


Figure 3.4: Screen shots from final output

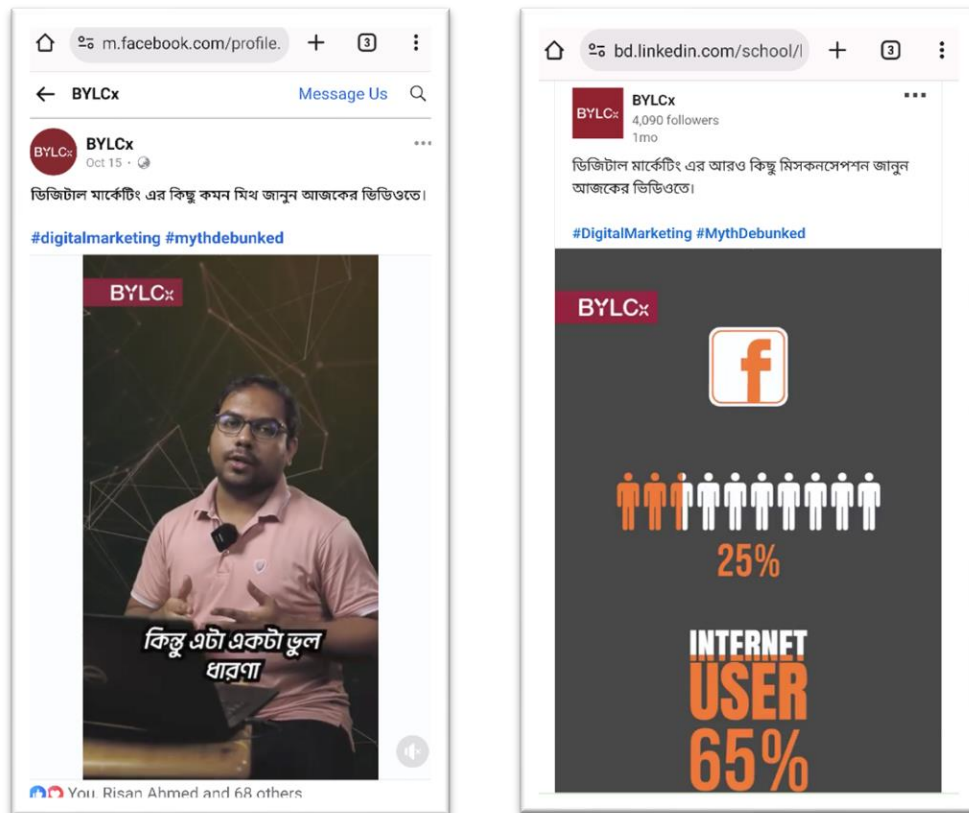


*Figure 3.5: Screen shots of social media posts
(Facebook, LinkedIn)*

Mistakes:

- In the second video of the series, I could not match the lighting standard of the previous one.
- I went through a complex and time-consuming process to remove the green screen in the first video. Later my supervisor introduced me with some more advanced editing tool that made the whole process easier and fast.

Learnings:

- Improved my skills to use chroma-key with more proficiency.
- Got to familiarized with new editing tools in After Effects.
- Learned how to add subtitle in a video using Premier pro.

Project-4

Project Title: Kick-start Your Career (Digital Poster)

Publication Link:

<https://shorturl.at/dmsuI>

<https://shorturl.at/ixRSZ>

Project assigned date: October 15, 2023

Publication date: October 16, 2023

Project Description: Utilizing the easy-to-share aspect and visual appeal of digital posters, BYLCx uses this promotional tool for advertising their online courses through different social medias. This project features a digital poster for one of BYLCx’s courses titled “Kick-start Your Career”. Maintaining the visual appeal, this poster showcases the most necessary information regarding the course in a concise format.

My Responsibility:

My task for this project was to design the poster. The following text points out the step-by-step progression of the overall tasks-

- After fixating on a rough plan for the design, I determined the color palate that matches the brand color scheme.
- I edited the instructors’ images in Photoshop for color-grading and to mask out the background for a perfect blend with the design.
- Later, I fixed on the font, and determined all the written information to be delivered in the poster.
- After gathering all the elements, I put them together based on the initial plan maintaining the core principles of designing.
- I forwarded the finished product to my supervisor for review, and made changes to the design according to his feedback.

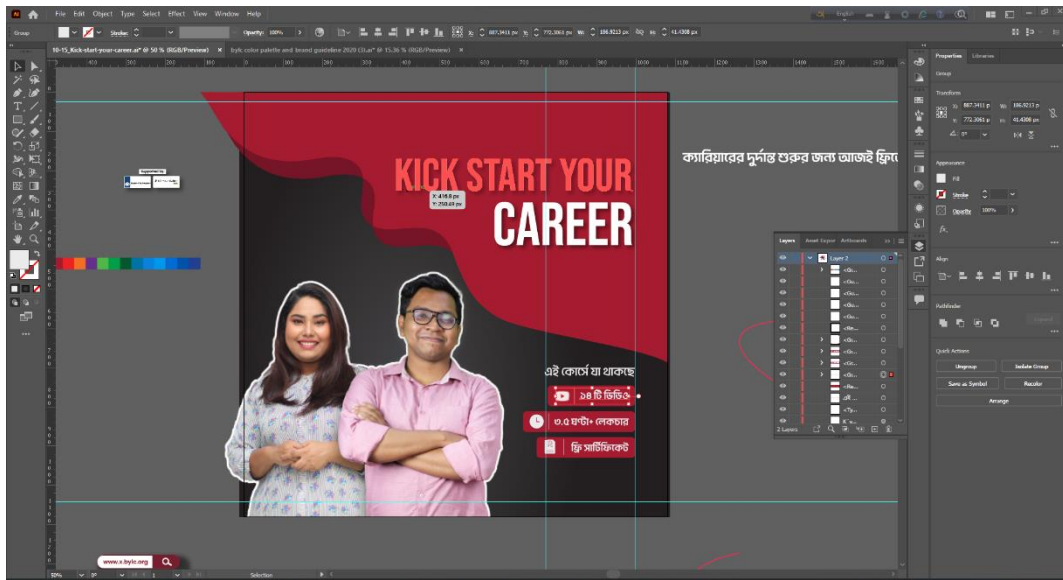


Figure 4.1: Screen shots from editing panel (Lightroom)



Figure 4.2: Screen shots from editing panel (Photoshop)

Figure 4.3: Before and After Correction



This title looked too flat; thus, my supervisor asked me to try something different

Initial Design



Final design after correction

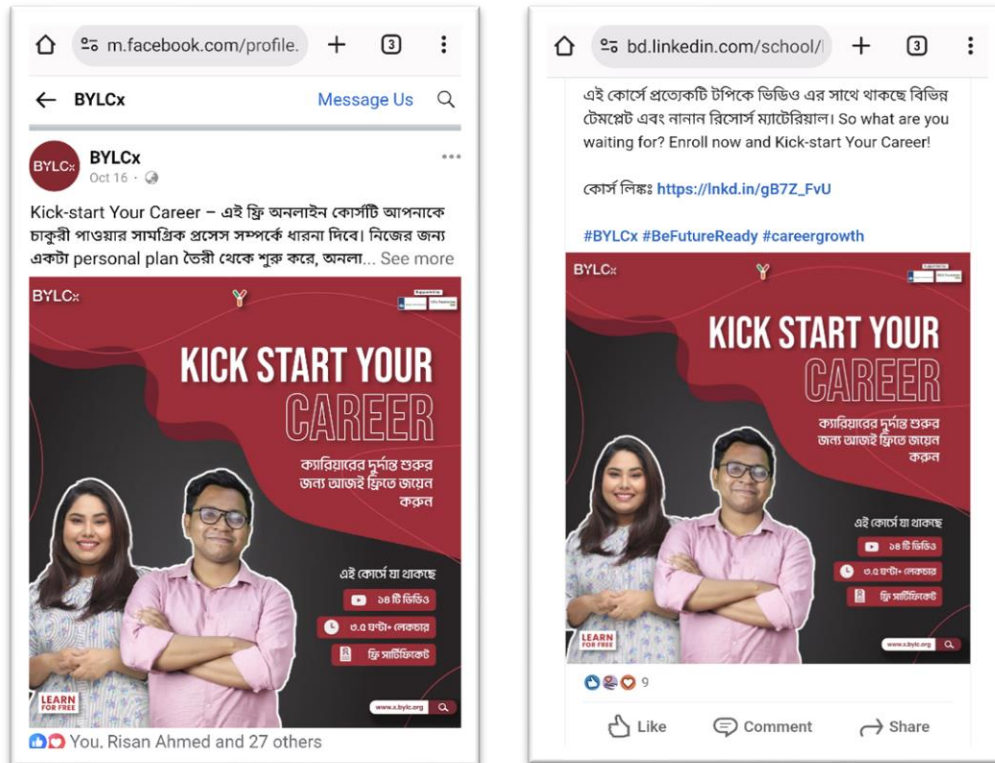


Figure 4.4: Screen shots of social media posts (Facebook, LinkedIn)

Mistakes:

- The title of the course in my initial design felt mundane.
- I failed to properly utilize certain spaces in the design, some spaces felt empty while some others felt overweighted with visual element.

Learnings:

- Developed a better sense of designing by going through multiple references.
- Learned easy yet effective techniques to showcase titles, that increases the readability and overall aesthetics of the design.
- Improved skill on how to distribute different visual element across the design maintaining the visual balance.

Project-5

Project Title: আপনি কেন ভুল ক্যারিয়ার বেছে নিতে পারেন (Short-tips video)

Publication Link:

<https://www.facebook.com/bylcx/videos/892619378945382>

<https://shorturl.at/iCJS8>

Project assigned date: November 7, 2023

Publication date: November 19, 2023

Project Description: By utilizing the microlearning aspect of short-tips reels, BYLCx posts such bite-size videos on a regular basis to make their audience or learners more engaged with the learning materials. This project features such a short-tips video, titled as “আপনি কেন ভুল ক্যারিয়ার বেছে নিতে পারেন”, that puts valuable insights on the real-life dilemma of career choices. By emphasizing the importance of self-reflection, adaptability, and continuous learning, the video also encourages viewers to see career missteps as opportunities for growth rather than mere setbacks.

My Responsibility:

My task for this project was to make the video engaging by complimenting it with different audio-visual elements. The following part reveals a sequential progression of my overall tasks.

- Before the shooting, I made a checklist on necessary equipment making sure they were ready to use for filming.
- During the shooting I ensured the speaker and the surrounding were well-lit, by using proper light setup.
- While filming I determined if the presentation of the speaker was energetic and constant regarding the tone and pace.
- Sorting out the usable footages, and then putting them sequentially was the first task during the editing.

- I had to work more on fixing the recorded voice, as our team lacked the proper microphone for this project. I had to rely on the internal recorder of the camera.
- I chose to use basic character animation to compliment the presentation. With the approval of my supervisor, I collected some relatable vector characters then animated them using after effects.
- Compiled all the audio-visual elements in the final edit, added subtitle, and forwarded the output to my supervisor for review. The draft was satisfactory to him.

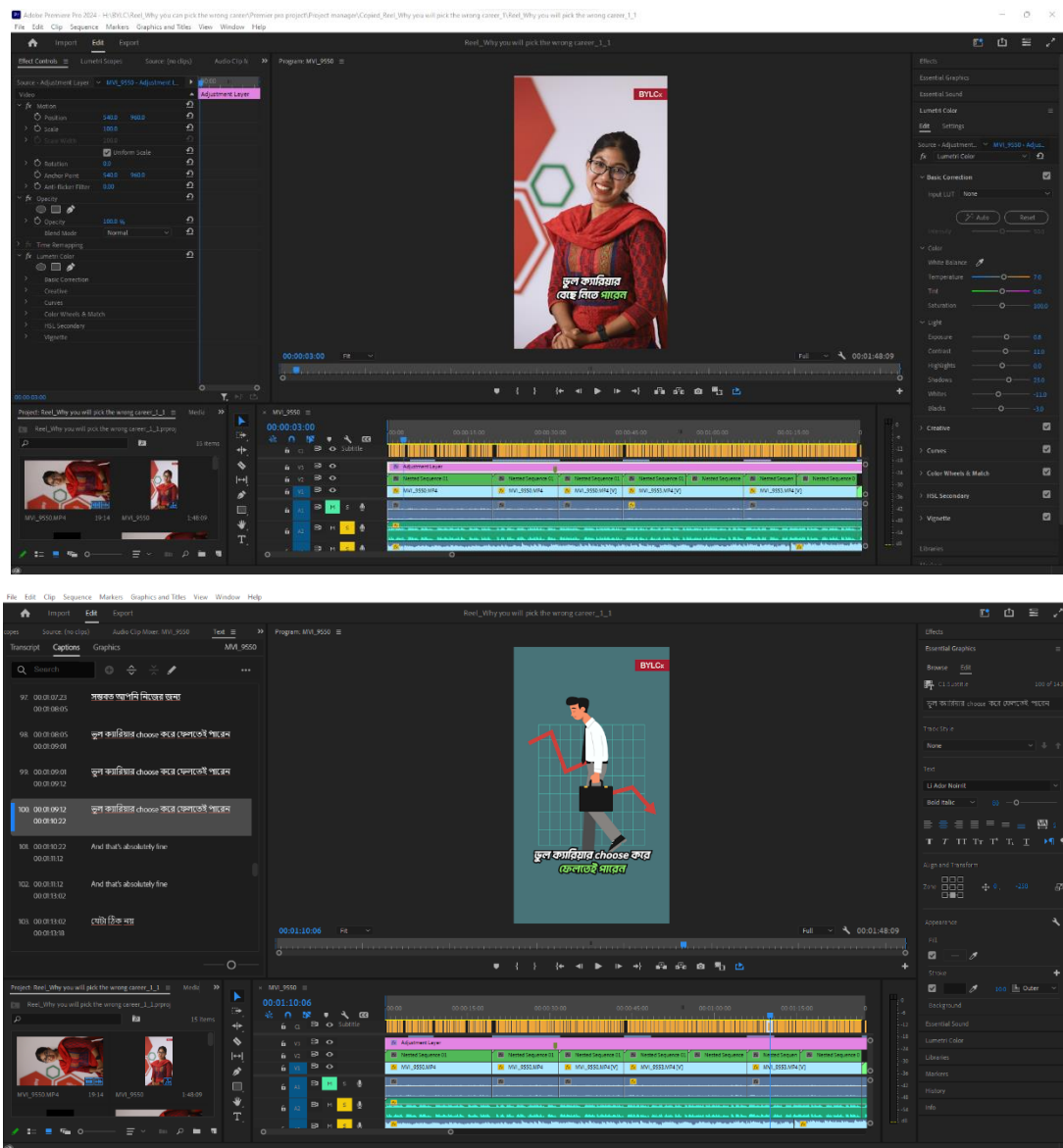


Figure 5.1: Screen shot of edit panel (premier pro)

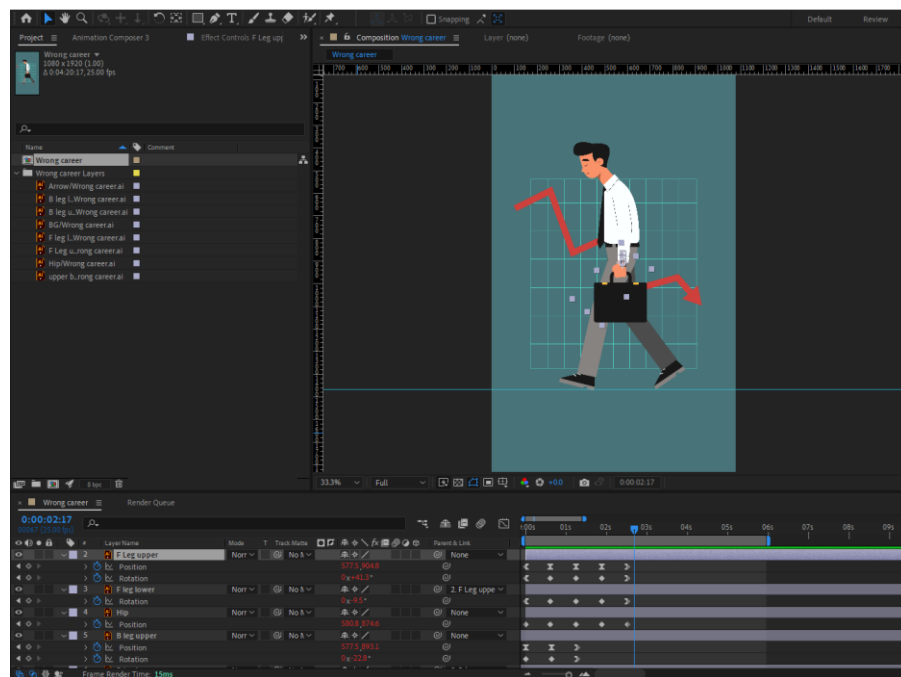
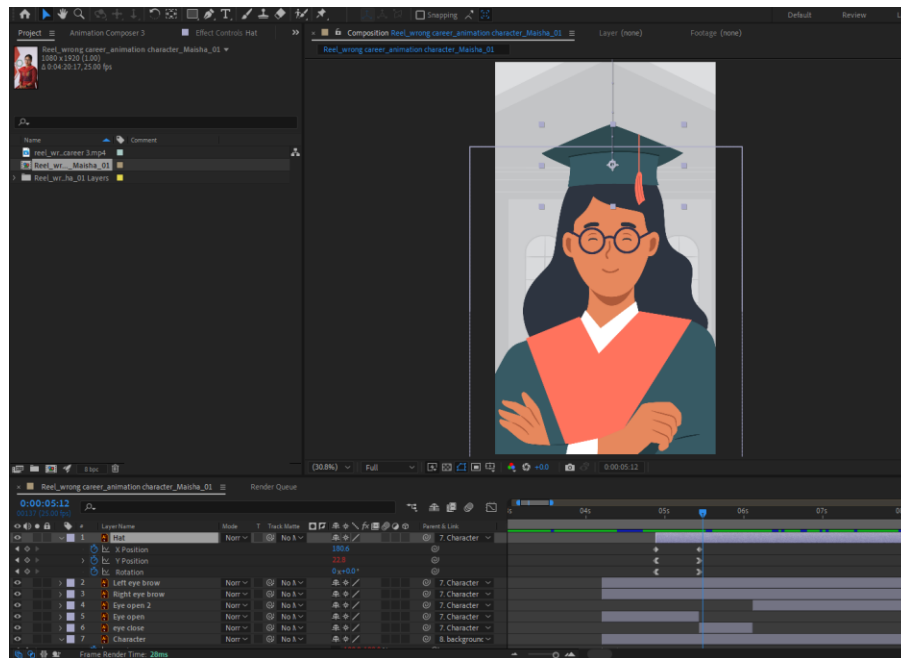


Figure 5.2: Screen shot of edit panel in After Effects (Character Animation)



Figure 5.3: Screen Shots from final video

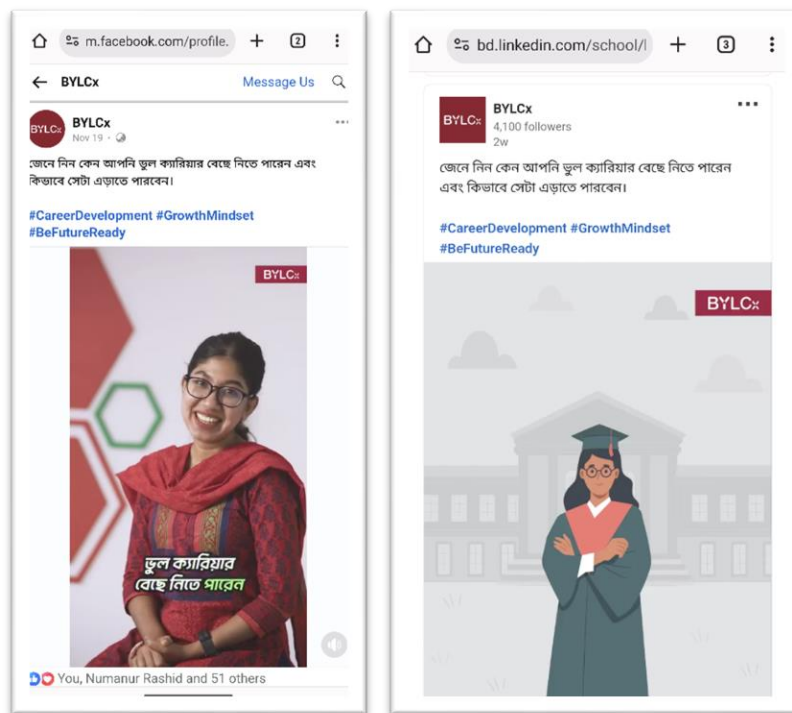


Figure 5.4: Screen shots of social media posts (Facebook, LinkedIn)

Challenges and Mistakes:

- The absence of the proper sound recorder made the editing process a bit complicated. I could not remove all the unwanted noise and echo in the audio, that hindered the quality of the production.
- I had put much attention to some part of the animation that would not be noticeable in smaller screens. I could have avoided those to make the editing process less time consuming.

Learnings:

- Got to learn new tools and workflows in Adobe Audition to refine faulty sounds.
- Familiarized with new After-effect expressions, that made the animation process easier and less time consuming.
- Improved the overall sense of animation; about the aesthetics and what works and what does not.

Project-6

Project Title: Mindfulness for Professionals (Course promotional video)

Publication Link:

<https://www.facebook.com/reel/683524163746796>

<https://shorturl.at/bovEX>

Project assigned date: October 23, 2023

Publication date: October 31, 2023

Project Description:

This project features a promotional video for one of BYLCx's courses titled as "Mindfulness for Professionals." Dedicated to working individuals, this course offers practical techniques and strategies to enhance stress management, improve decision-making, and foster a mindful approach to work and life. The promo video follows a staged act that captures the essence of the course as a transformative solution for individuals seeking balance and resilience in the fast-paced professional world.

My Responsibility:

My task for this project was to visualize the initial script provided by my peer, and to transform it into an engaging short video. The following text points out a step-by-step progression of the overall task.

- My initial task was to sort out a shot-list and character activities to outline the visual flow of the video, emphasizing on the key elements and transitions.
- Completing the initial plan, I forwarded it to my supervisor for review. After getting his approval I looked for a suitable place in the office to execute the shooting.
- Before the shooting I made a check-list for necessary equipment, ensuring the all the devices were fully charged.
- In the shooting phase I contributed as the cinematographer.

- In the post-production phase, I acted as the editor. My tasks included creating the sequence, color grading, reducing noise from the audio, adding background music, adding subtitle and creating a logo animation.

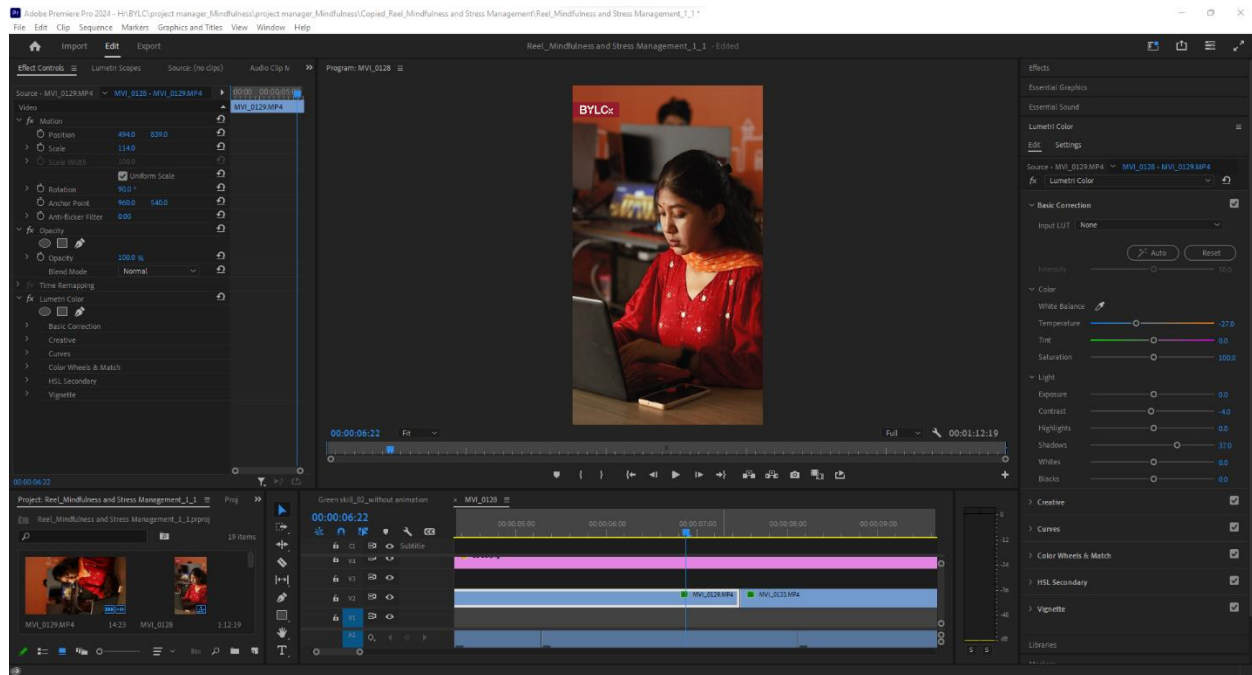


Figure 6.1: Screen shot of edit panel in Premier Pro (Color Grading)

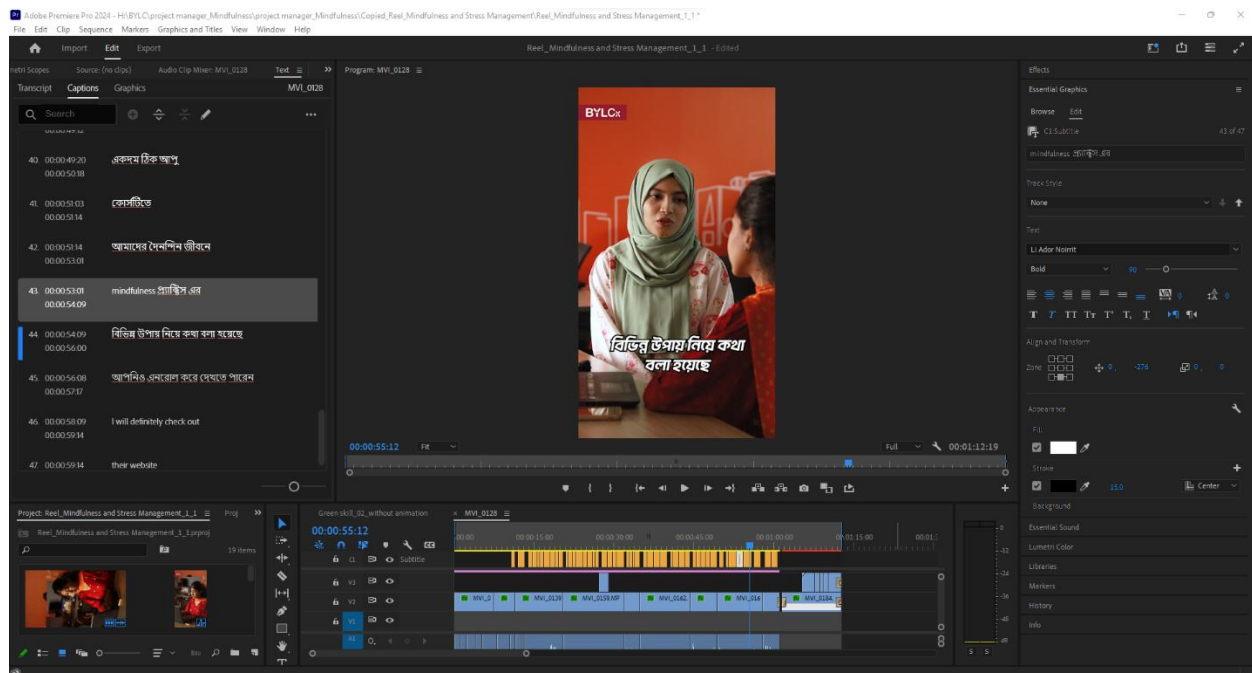


Figure 6.2: Screen shot of edit panel in Premier Pro (Adding Subtitle)

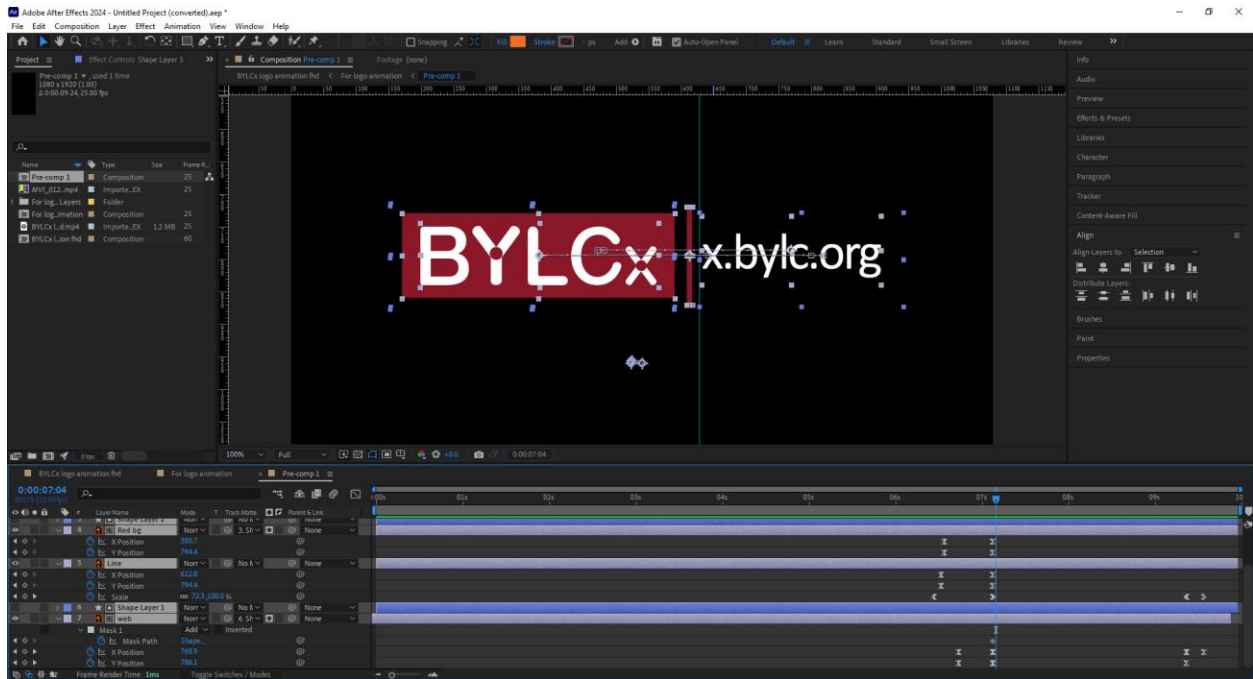


Figure 6.3: Screen shot of edit panel in After Effects (Logo Animation)

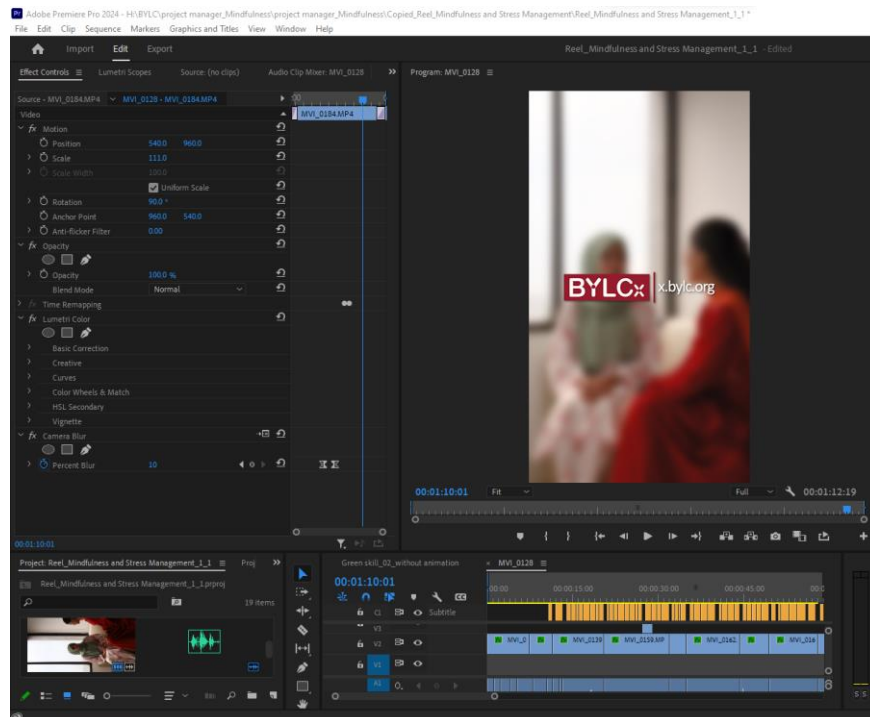


Figure 6.4: Screen shot of edit panel in Premier Pro (Placing the logo animation in the sequence)



Figure 6.5: Screen shots of final video

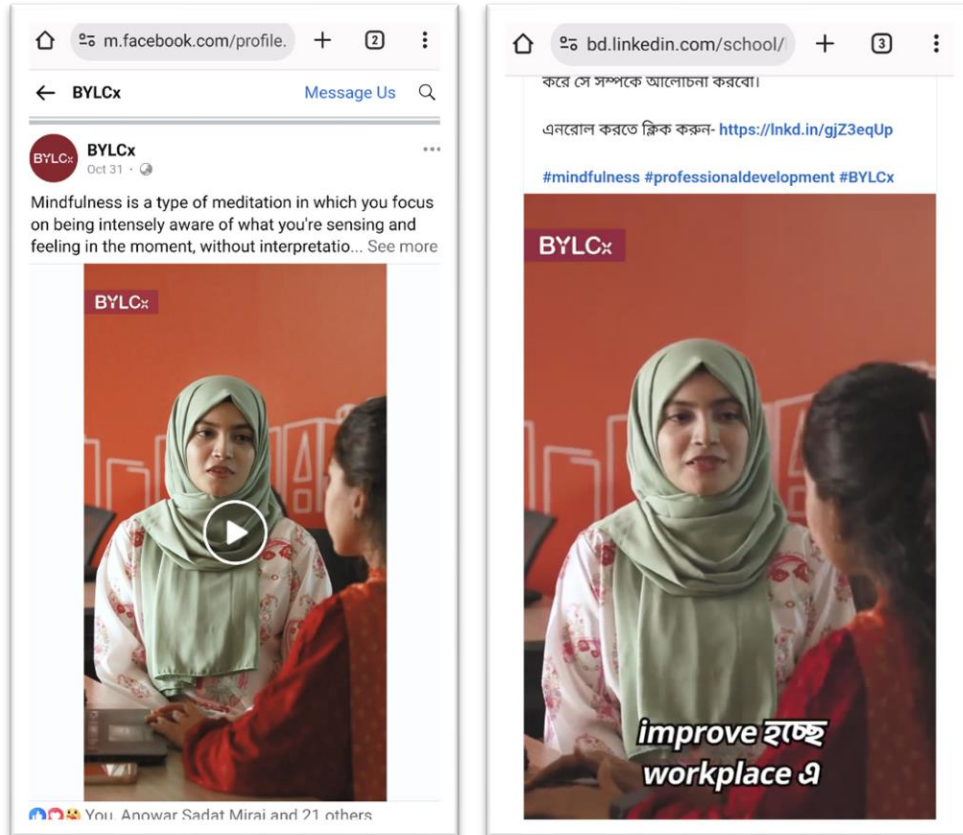


Figure 5.4: Screen shots of social media posts
(Facebook, LinkedIn)

Challenges and Mistakes:

For the shooting, I chose a place suitable for portraying the staged situation, but I did not consider if the place was quiet enough to capture the audio. That resulted in the recorded audio being full of unwanted sounds including traffic noises and horns. I had to put more effort on removing the noises in the post-production, yet could not reach a fully satisfactory result.

Learnings:

- Realized the significance of quality audio to maintain the overall production value.
- Improved script visualization skill.
- Learned about new tools to reduce noise in Adobe Audition.

Project-7

Project Title: Introduction to climate change (Online Micro-course)

Publication Link: <https://x.bylc.org/slides/introduction-to-climate-change-152>

Project assigned date: 11 November, 2023

Publication date: 15 November, 2023

Project Description:

This project features an online micro course titled “Introduction to climate change.” By enrolling in this concise yet informative course, participants will come to understand the fundamental concepts and challenges associated with climate change. Delving into the scientific reasoning, historical context and global impacts, BYLCx bring forth this essential course to equip the youth of Bangladesh with knowledge and skills to address one of the most significant challenges of our era - climate change.

My Responsibility:

As a part of the audio-visual team, my core responsibility for this project was to contribute my creativity to make the learning material more engaging and immersive, in order to capture the audience's attention and encourages active participation. The following part reveals a list of responsibilities I took throughout the production of this project-

- I designed the set where the full course was being shot. Determining the suitable design for the set I went through a number of references. Following that I made a plan considering the raw materials we got inside the office.
- Made a check-list for necessary equipment, ensuring the all the devices were ready to use during the shooting.
- Made a plan for the lighting setup.
- Worked as the 1st camera unit.
- Assisted my supervisor to edit the video. The full course comprises of 4 individual videos, and I edited 2 of them. The overall task in the editing process included- sorting out usable

footages, creating a sequence, synchronizing the audio and video of two different cameras, color grading, creating text animation and motioned infographics.

- Created an awareness poster related to the topic.



Figure 7.1: Picture of me working on light setup



Figure 7.2: Picture of me working on camera angle



Figure 7.3: Screen shot of edit panel in After Effects (Text Animation)

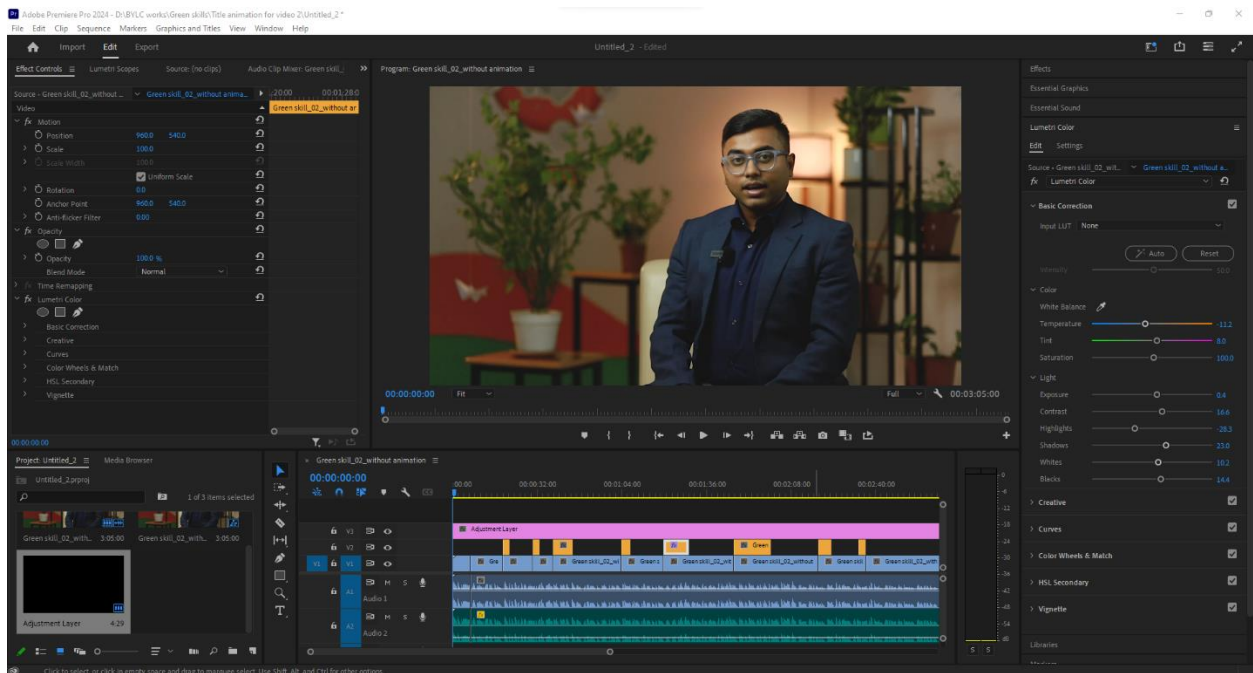


Figure 7.4: Screen shot of edit panel Premier pro (Creating sequence, color grading)



Figure 7.5: Screen shot of the course (From BYLCx's website)



Figure 7.6: Awareness poster (Attached to the course)

Challenges and Mistakes:

I could not reach the expectation of the intended set plan, as I was unable to control the light properly. The presence of white walls in the room worsens the situation, causing lights from various sources to bounce and scatter unpredictably, straying from my intended control.

Learnings:

- Learned to operate tele-prompter.
- Gained a more comprehensive understanding on lighting.
- Learned new editing workflow for synchronizing and creating sequences from footages captured by two distinct cameras.

Project-8

Project Title: Excel for Professionals (Course promotional video)

Publication Link:

<https://www.facebook.com/reel/290198256810455>

<https://www.instagram.com/p/C0rh1T7LjHt/>

Project assigned date: November 20, 2023

Publication date: December 10, 2023

Project Description:

This project features a promotional video for one of BYLCx's courses titled as "Excel for Professionals." This course is designed to enhance the proficiency of working adults and business professionals in utilizing Microsoft Excel in their respective workplaces. The promo video follows a stylized animation approach, widely known as 'Collage-animation'. Utilizing this playful contemporary genre of animation, this video aims to serve as a powerful tool for grabbing the audience's attention by providing them the most necessary information about the course.

My Responsibility:

Throughout the entire production process, spanning from pre-production to post-production, I was engaged in a series of tasks to ensure the video comes to life. The following part reveals a sequential progression of my responsibilities-

- Gathered and reviewed relevant references to understand the visual elements and style of the collage animation.
- Developed a script outline based on the idea provided by my peer.
- Created a detailed storyboard, outlining the visual elements for each section of the video.
- Photographed the character-activities based on the script, and edited them (masking, color correction etc.)

- Collected other audio-visual elements from online, edited and prepared them for animation.
- Compiled the visual elements together for each scene in Adobe Illustrator, by determining the composition and color palates.
- Transferred the Illustrator file in after effects and animated each scene one by one. Tried to ensure a consistent visual style throughout the collage animation.
- Transferred the rendered animation in premier pro to add background music and voiceover. And finally, exported the video and forwarded to my supervisor for a final review, and corrected the mistakes according to his feedback.

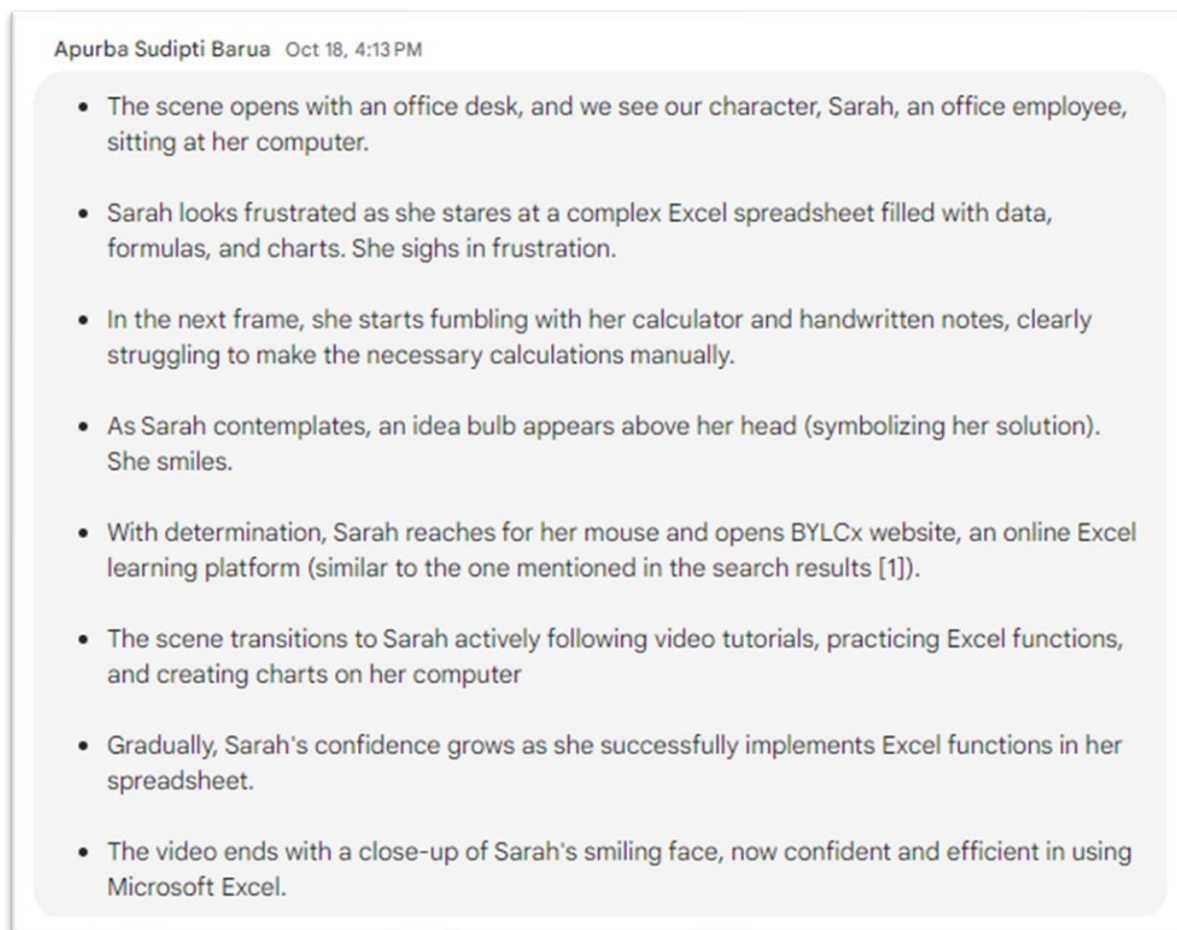


Figure 8.1: Initial script provided by my peer

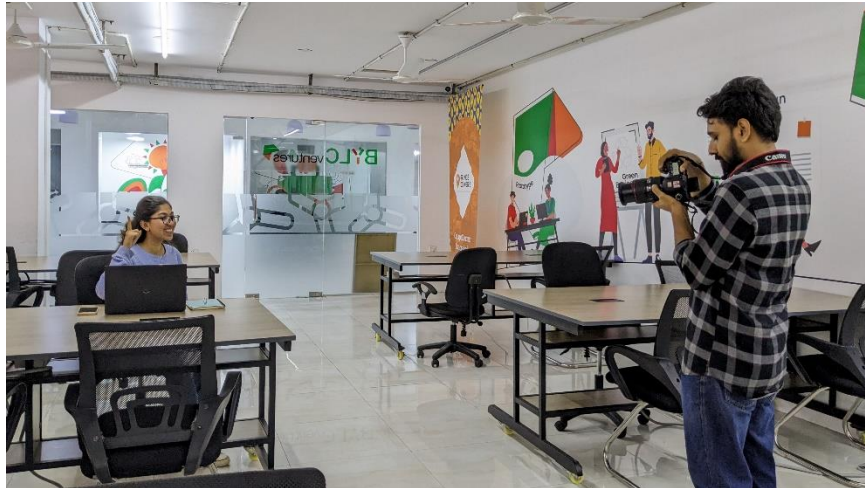


Figure 8.2: Behind the scene of shooting

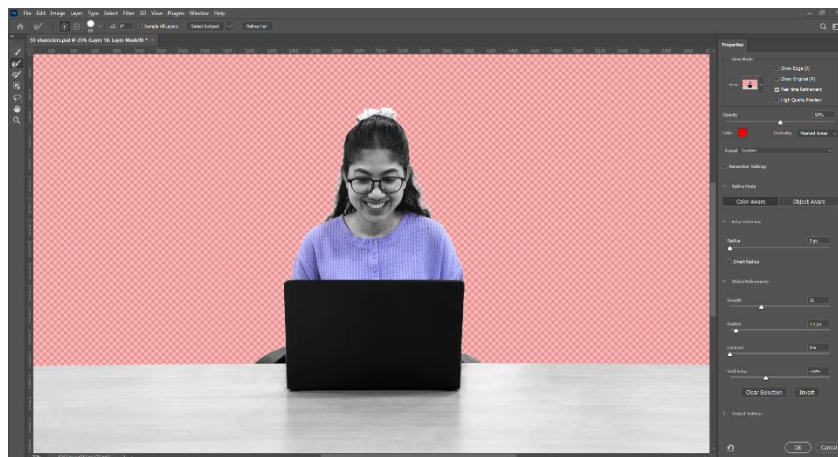


Figure 8.3: Screen shot of edit panel in photoshop (Masking)

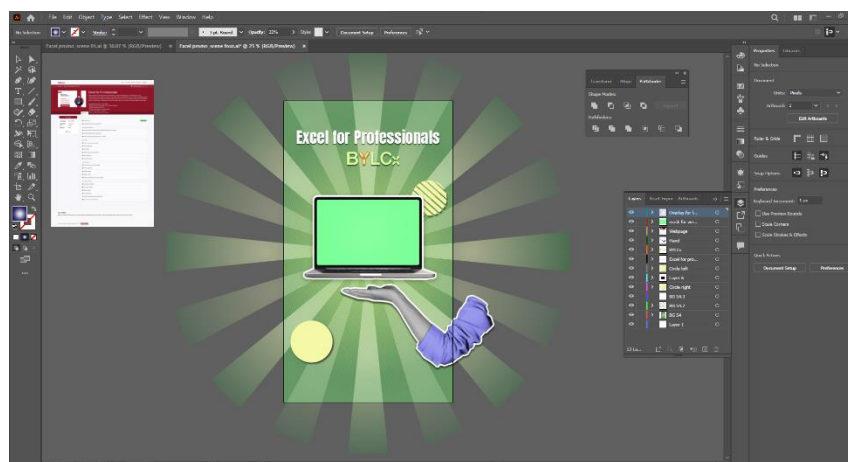


Figure 8.4: Screen shot of edit panel in Illustrator (compiling vector elements)

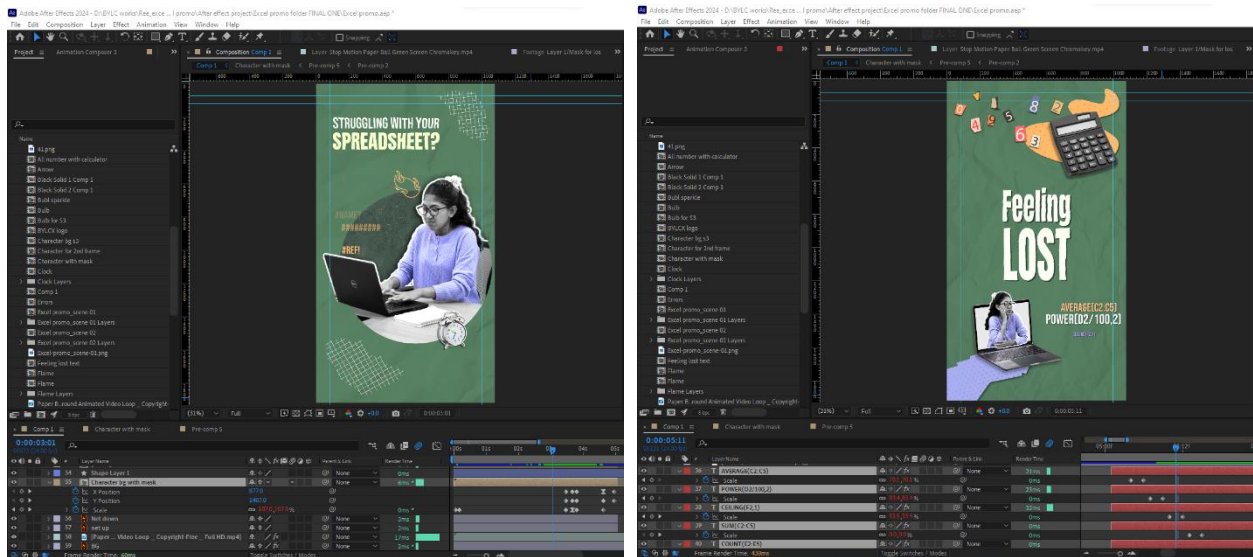


Figure 8.5: Screen shot of edit panel in After Effects (Final Animation)

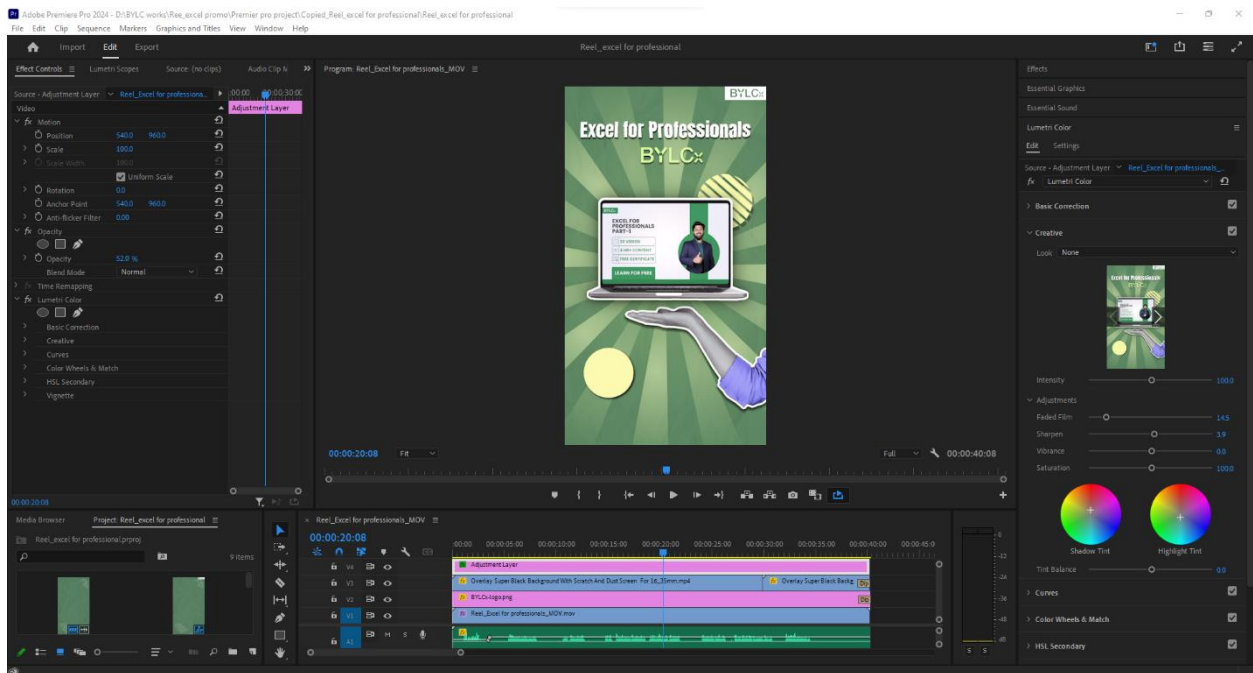


Figure 8.6: Screen shot of edit panel in Premier Pro (color grading, adding voiceover and background music)

Correction:
I was asked
by my
supervisor
to scale
down the
title and to
change the
alignment



Figure 8.7: Before correction

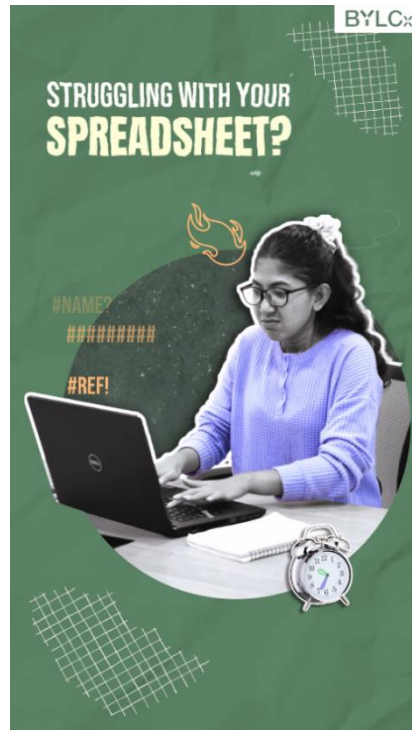


Figure 8.8: After correction

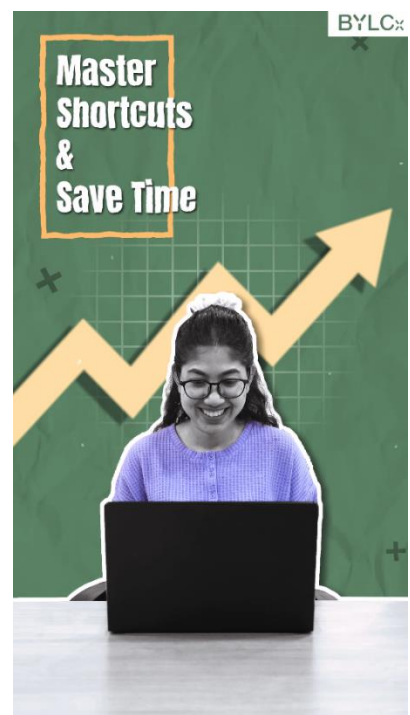
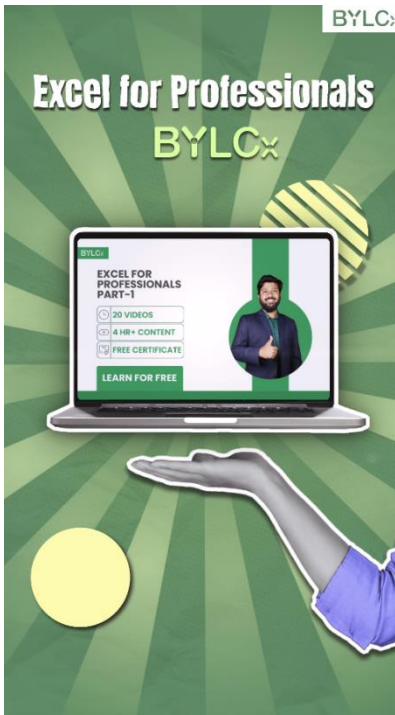
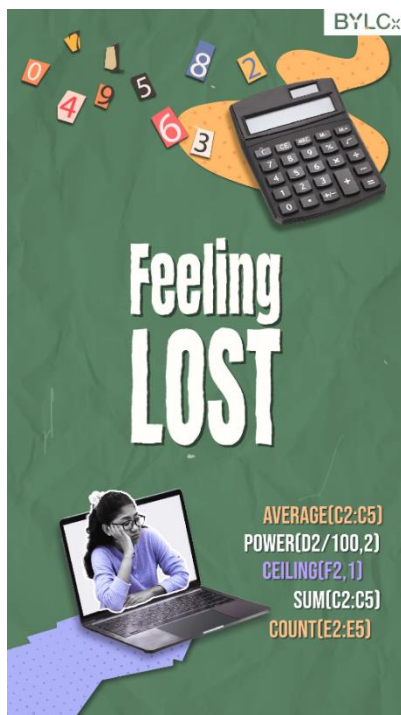


Figure 8.9: Some Screen shots from the final video

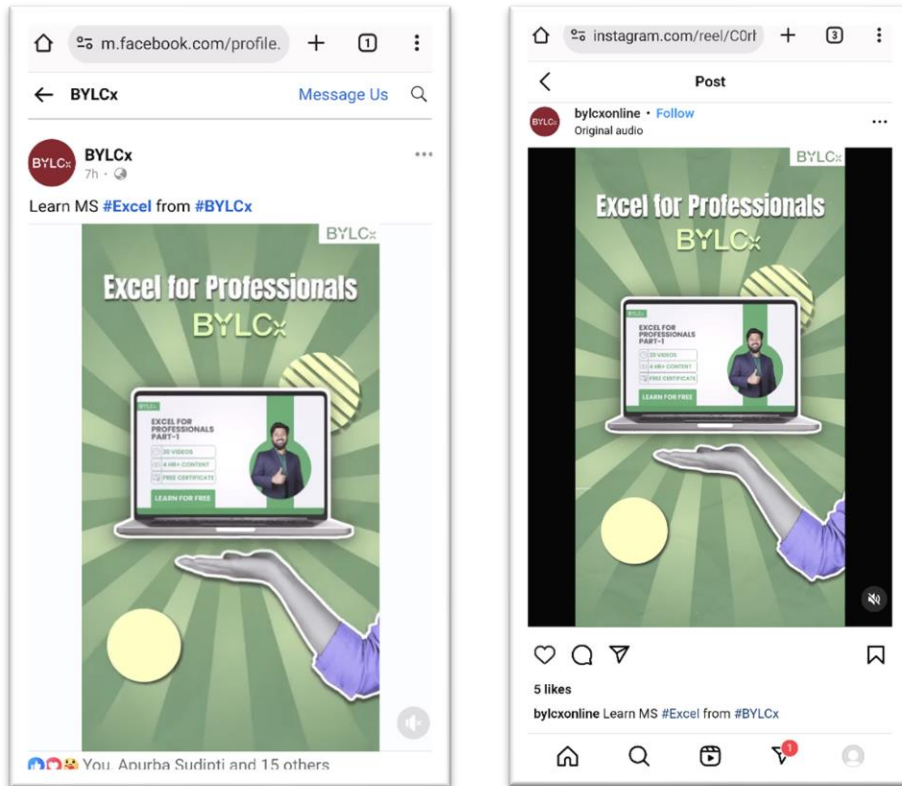


Figure 8.10: Screen shot of social media posts

Challenges and Mistakes:

- As I was new to this form of animation, I could not come up with a proper visualization in the pre-production phase. I found out that some of the initial plans exceeded what I could actually achieve through my skill-sets.
- One of titles in the animation looked mis-scaled and misaligned, I changed the scale and alignment according my supervisor's review.
- I put way more effort on smaller details, that made the whole execution process more time consuming.

Learnings:

- Got to learn about the artifacts about collage animation
- Familiarized with new After-effect expressions and tools.
- Improved the overall sense of animation; about the aesthetics and what works and what does not.

INTERNSHIP OUTCOME

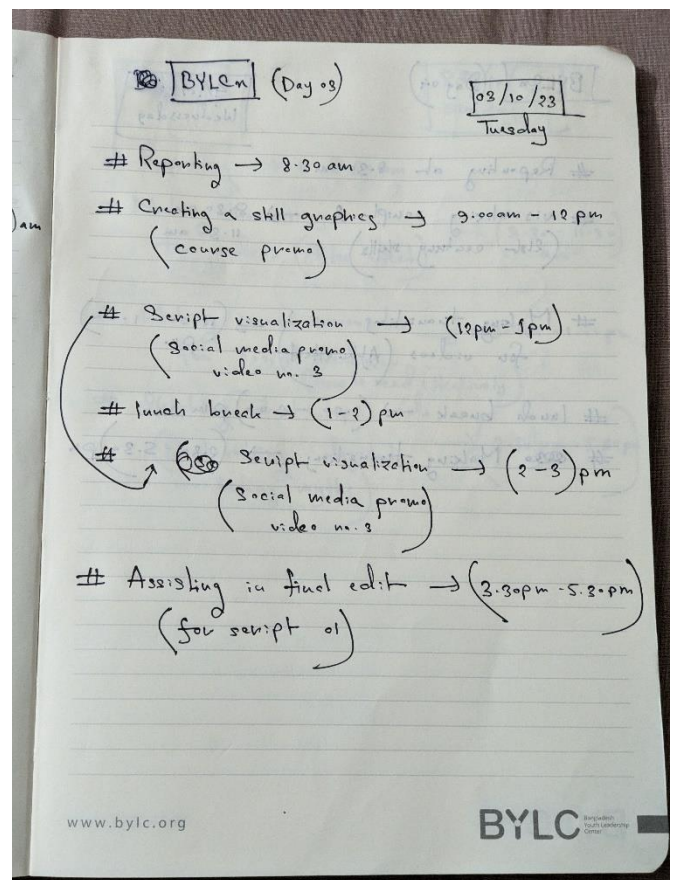
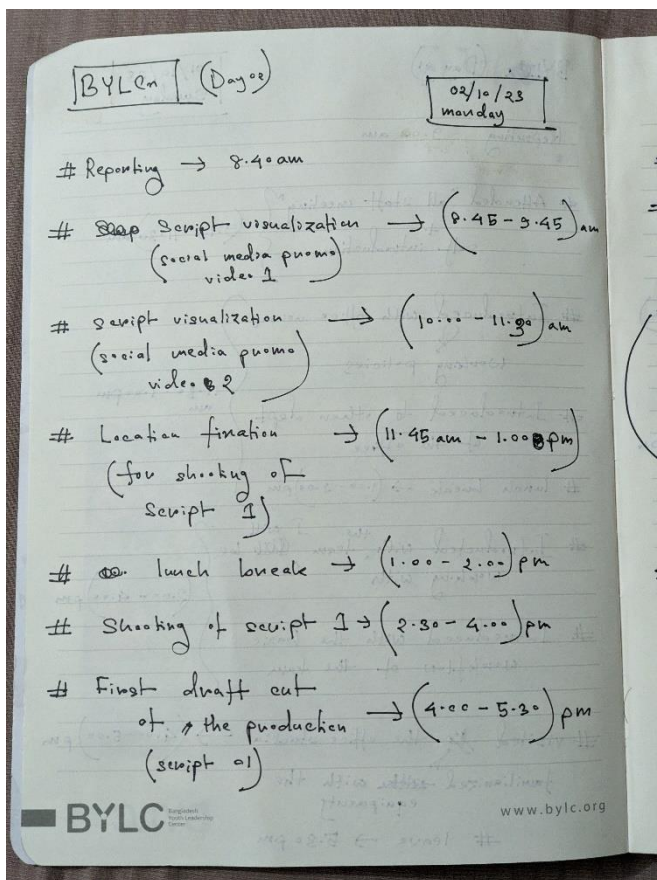
My internship at BYLC's online learning academy provided a dynamic and enriching experience, allowing me to develop a diverse skill set that combines technical expertise with effective communication and collaboration. The hands-on involvement in audio-visual production for online learning has not only enhanced my proficiency in audio-visual production but has also equipped me with valuable skills applicable across various media and communication domains. This internship has been a keystone in shaping my professional growth and preparing me for a successful career in the ever-evolving field of media. The following part reveals some of the key outcomes from my 2-month long internship period in BYLC-

- Acquired expertise in operating audio and visual equipment, including cameras, microphones, lights.
- Improved skills in maintaining a consistent visual style across different productions.
- Improved script visualization skill and gained experience to interpret project's visions and possible outcomes in the preliminary phase.
- Developed problem-solving skills during unexpected challenges in different production phases.
- Improve time management skills.
- Learned to work under tight deadline and to multitask under pressure.
- Got to explore different genre of design and animation and their implication.
- Gained proficiency in motion graphics and familiarized with new plugins and workflow that make the editing process more efficient.
- Improved aesthetics in static and motion graphics.
- Learned to integrate different audio-visual elements to learning materials.
- Improved proficiency in cinematography and lighting.
- Learned to design set.
- Learned how to utilize the available raw materials more creatively.
- Learned to write contents.

- Improved file management ability.
- Improved team collaboration and effective communication skills.
- Learned to adapt to changing situations and environments.
- Learned to handle stress and pressure with composure, maintaining focus on the task at hand.
- Practiced empathy and adaptive leadership.

WORK LOG

October, 2023



BYLC (Day 04)

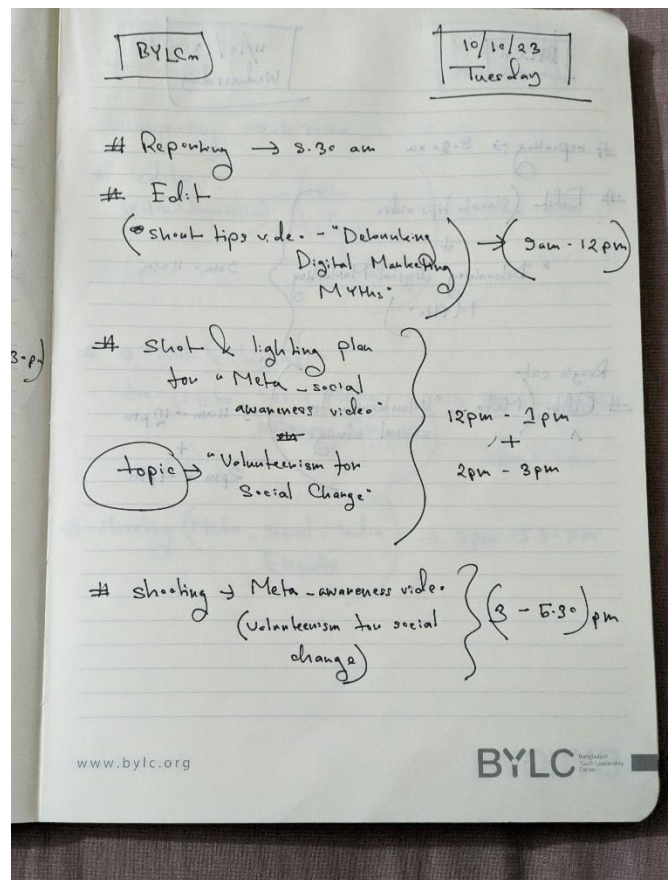
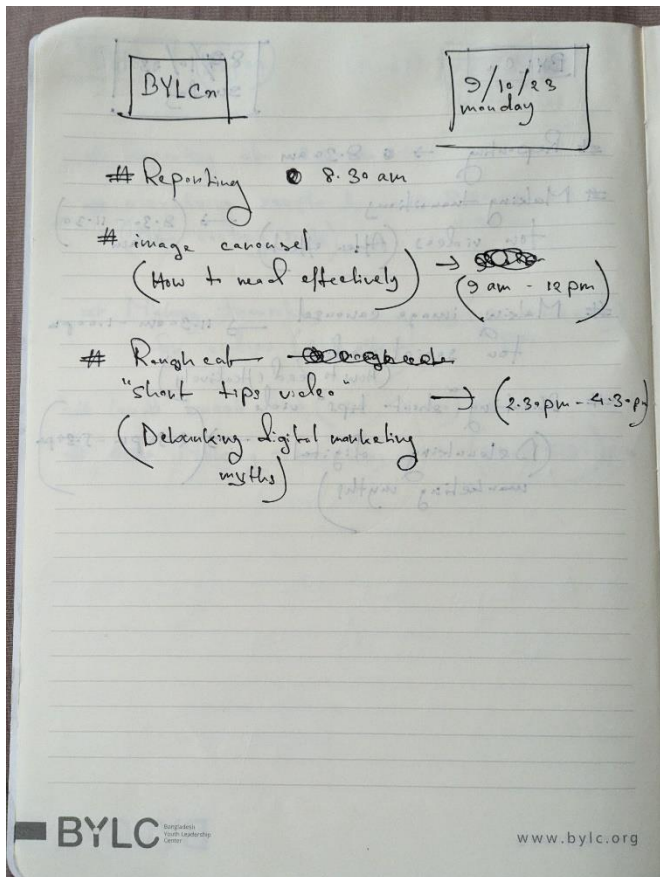
4/1/23
Wednesday

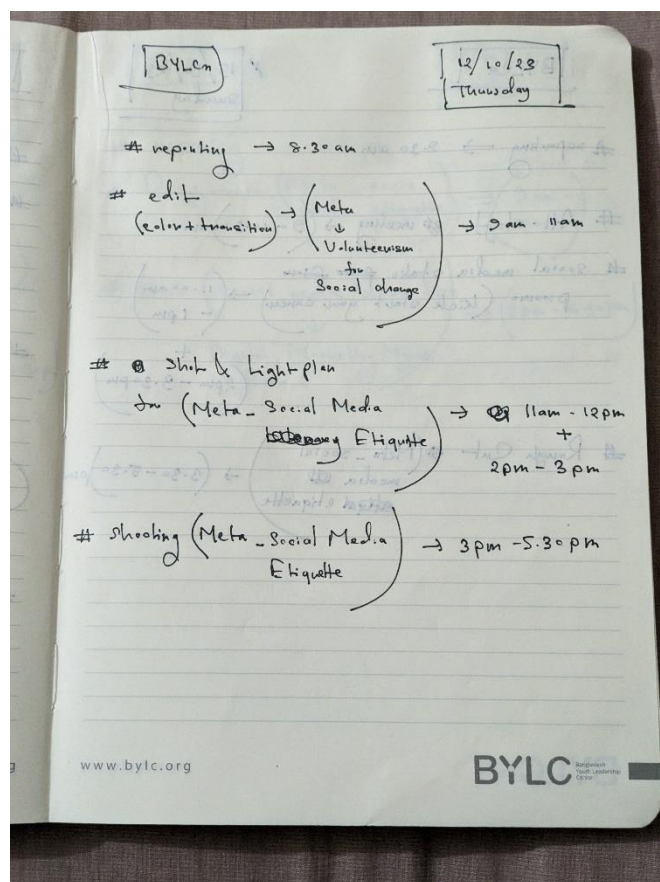
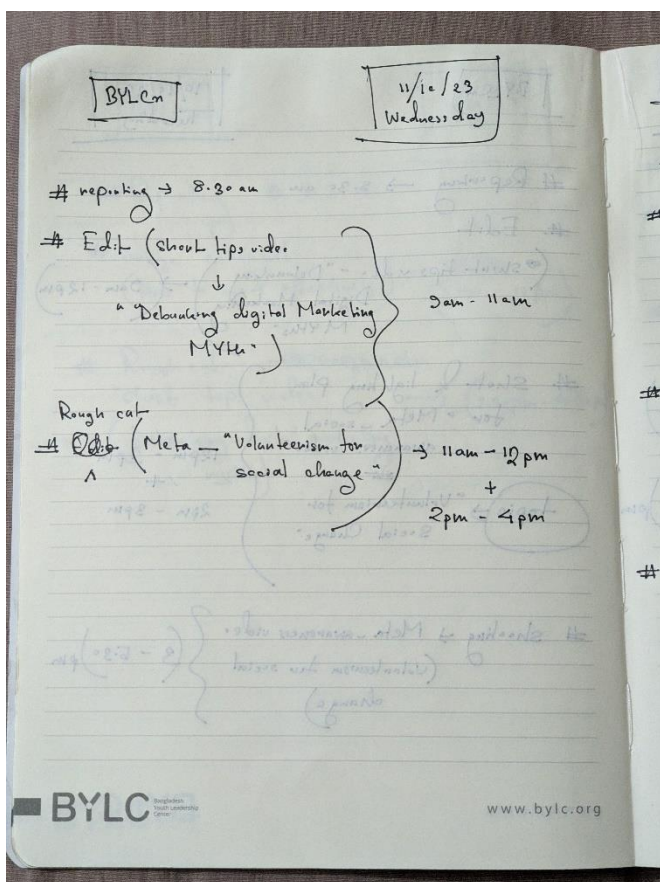
- # Reporting at 8.30 am
- # visualizing sample 3 → 8.30 am - 11.30 am
(21st century skills)
- # Making transitions for videos (After effect) → (12.00 - 1.00) pm
- # lunch break → (1.00 - 2.00) pm
- # ~~also~~ Making transitions → (2.30 - 5.30) pm

BYLC

8/10/23
Sunday

- # Reporting → @ 8.30 am
- # Making transitions for videos (After effect) → (8.30 - 11.30) am
- # Making image carousel for social media (How to read effectively) → 11.30 am - 1.00 pm
- # Shooting "short tips" video (Debunking digital marketing myths) → (2.30 pm - 5.30 pm)





BYLEM

15/10/23
Sunday

~~A~~ reporting $\rightarrow$ 8.30 am

All stuff ~~at~~ meeting $\rightarrow (9-10.30)$ am

social media status ~~for~~ ~~for~~
promo (kick start your career) $\rightarrow \begin{pmatrix} 11:00 \text{ am} \\ - 1 \text{ pm} \end{pmatrix}$

+

(2pm - 3.30pm)

Rough Cut (Meta-social media etiquette) $\rightarrow$ (3.30 - 5.30) pm

BYLC

www.bylc.org

BÜLCÜ

16/10/23
monday

~~4~~ reporting → 8.30 am

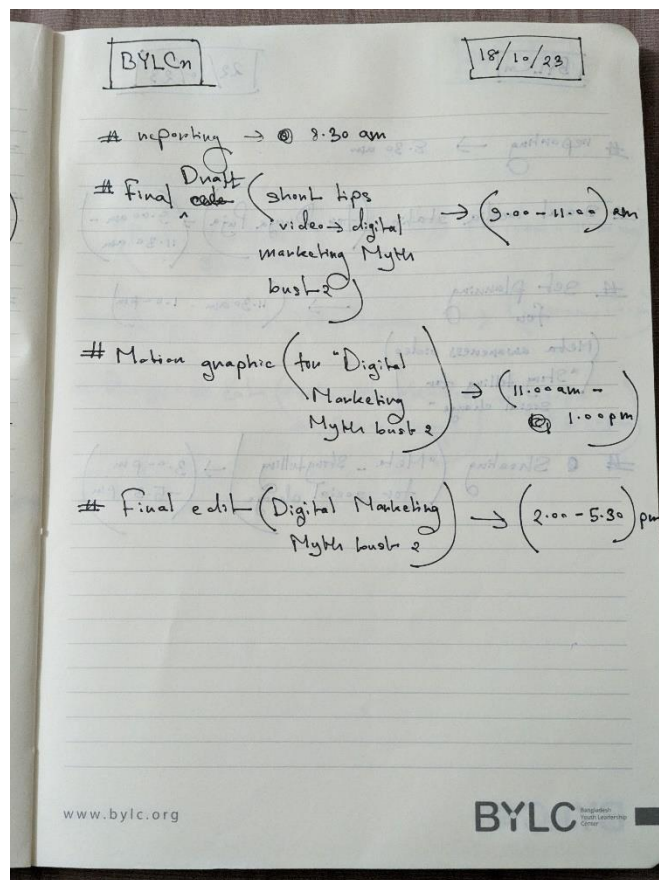
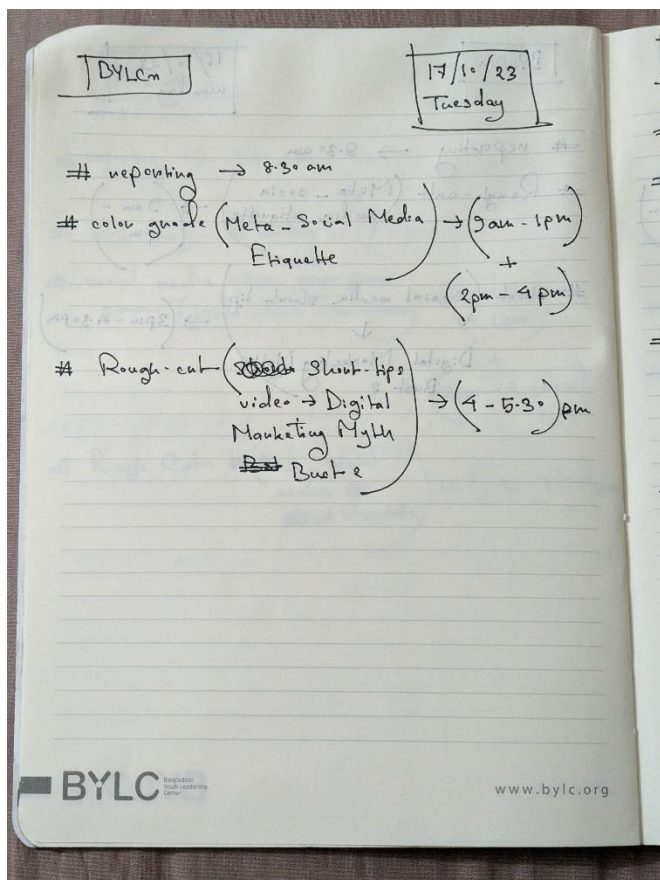
Rough-cut (Meta-social media etiquette) → 9 am - 1 pm

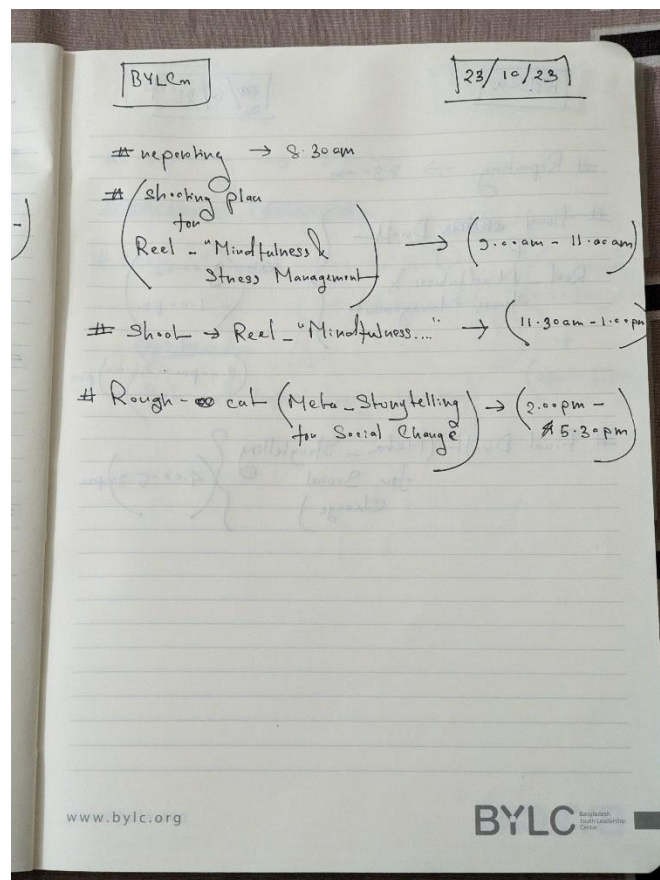
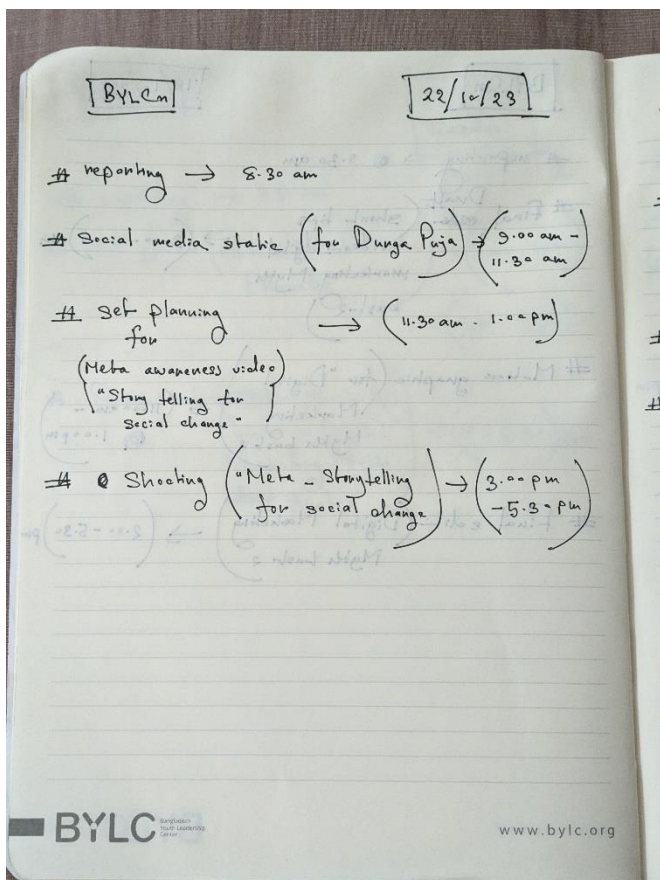
Shock (social media shock tip) $\rightarrow$ (3pm - 4.30pm)

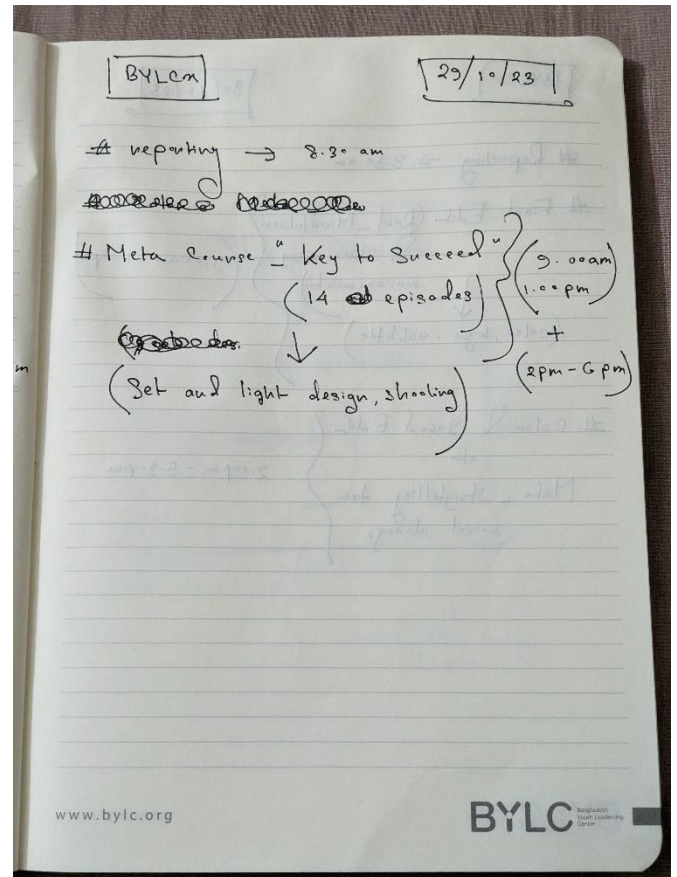
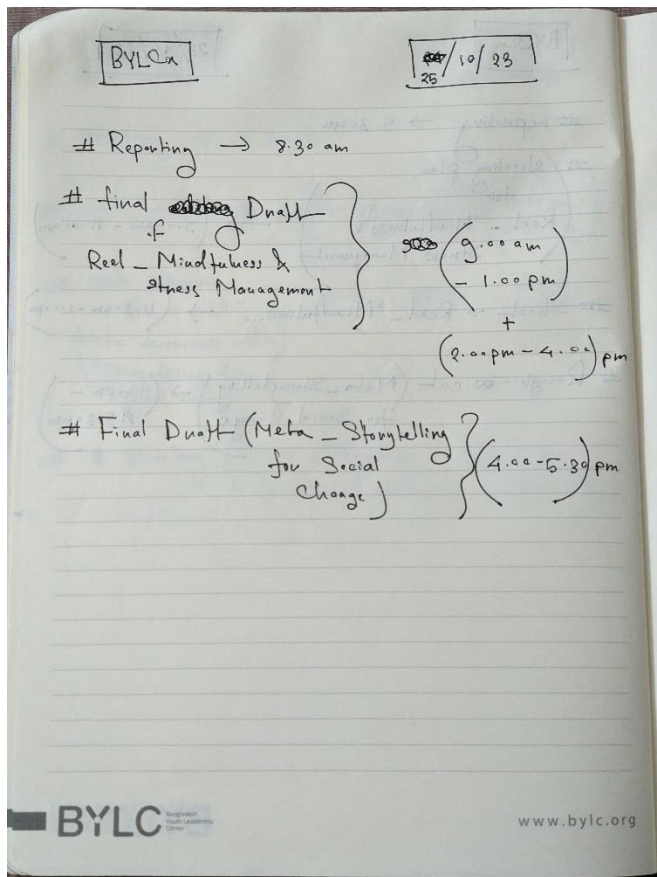
Digital Marketing Myths

www.bylc.org

BYLC







BYLC

30/10/28

Reporting → 8.30 am

Final Edit (Real-Mindfulness & stress management)
(color, log, subtitle)
3.00 am - 1.00 pm

Color & Sound Editor
or
Meta-Storytelling for social change
2.00 pm - 5.30 pm

BYLC

www.bylc.org

Novembr, 2023

BYLCn 5/11/23

Reporting → 8.30 am

Meta course
(key to succeed 1.1)
↓
Rough cut } 9 am - 1 pm

Meta course
(key to succeed 1.1)
↓
color } 2.00 pm - 3.30 pm

Meta course
(key to succeed 1.1)
↓
final edit without animation } 3.30 pm - 5.30 pm

BYLC Bangladesh Youth Leadership Center www.bylc.org

BYLCn 5/11/23

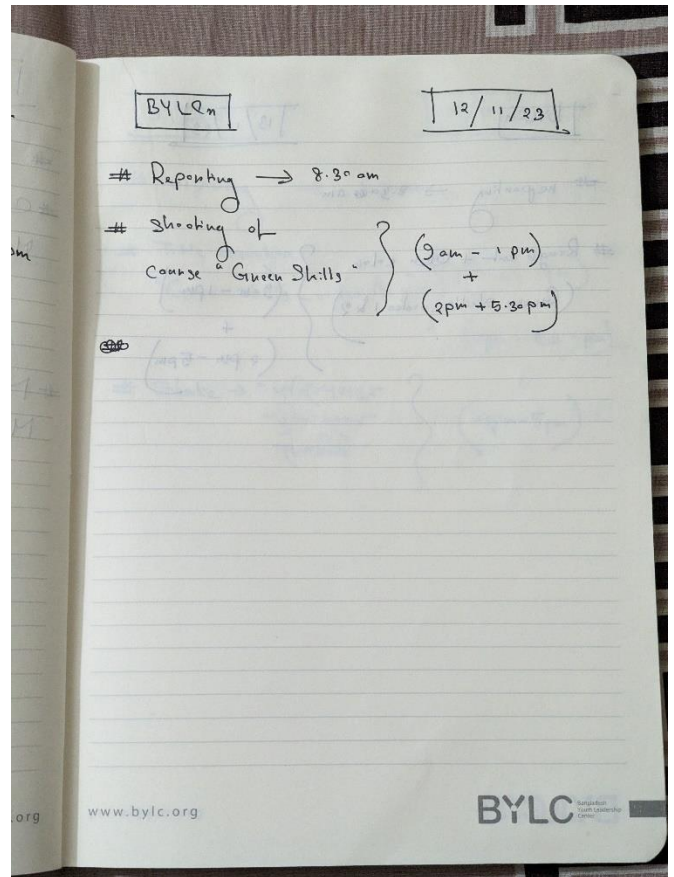
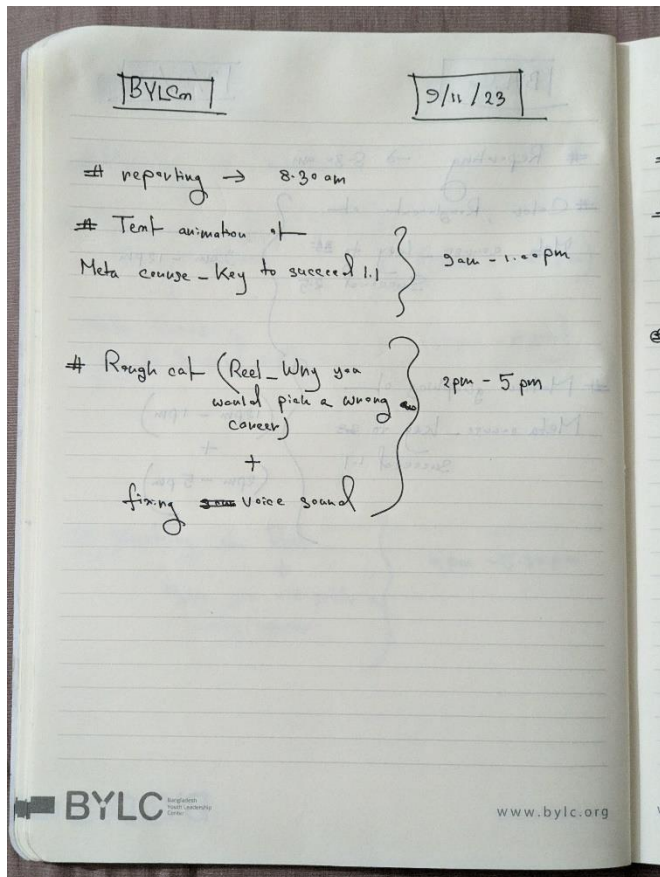
reporting at 8.30 am

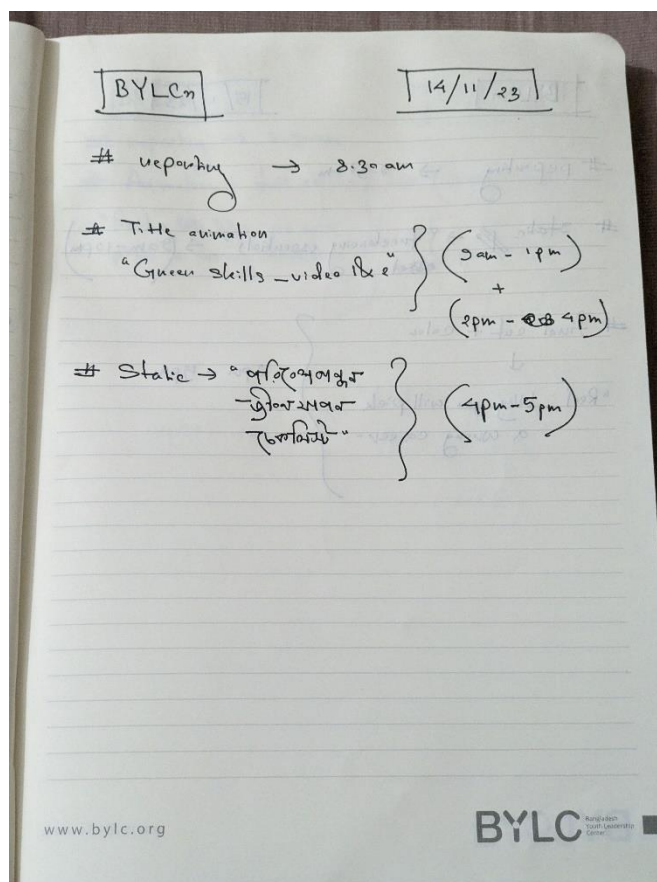
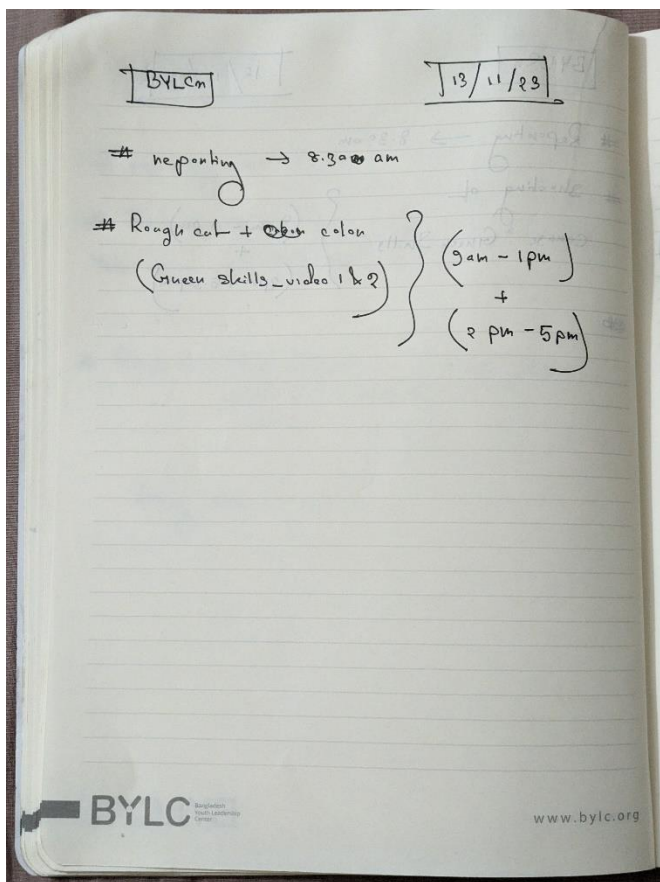
Meta course (key to succeed 2.1)
↓
rough cut } 9 am - 11 am

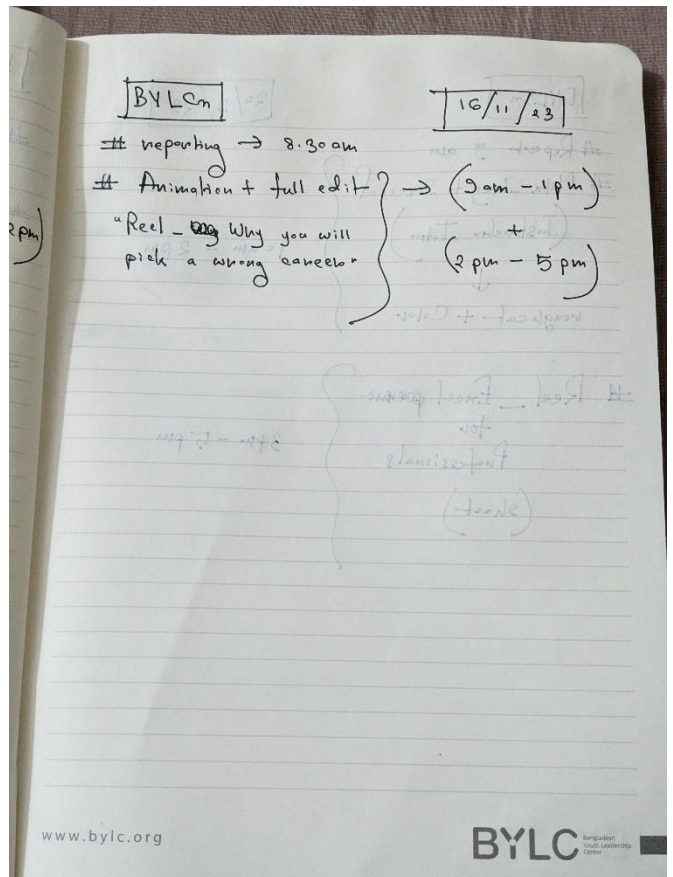
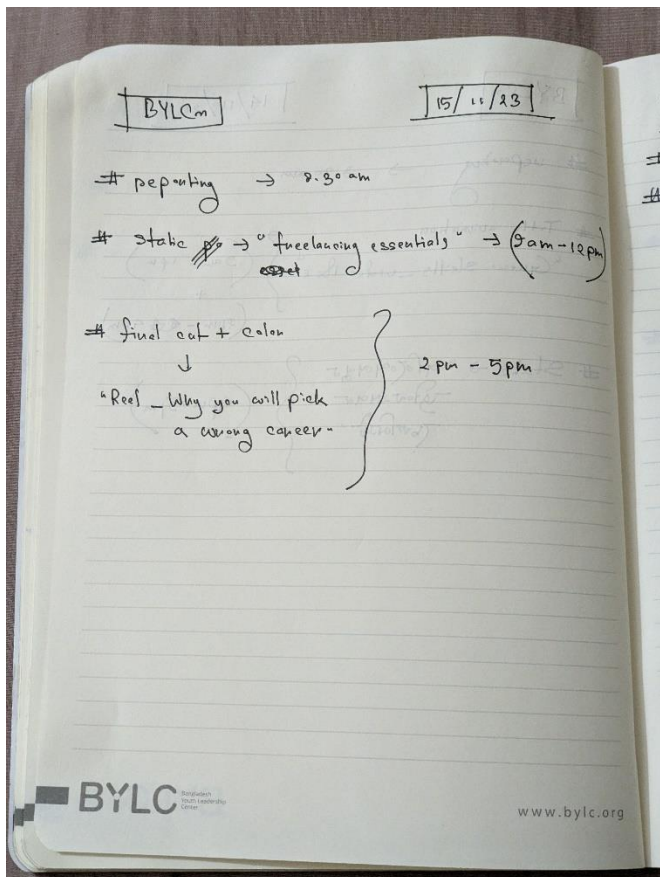
Meta course (key to succeed 2.2)
↓
rough cut } 11 am - 1 pm

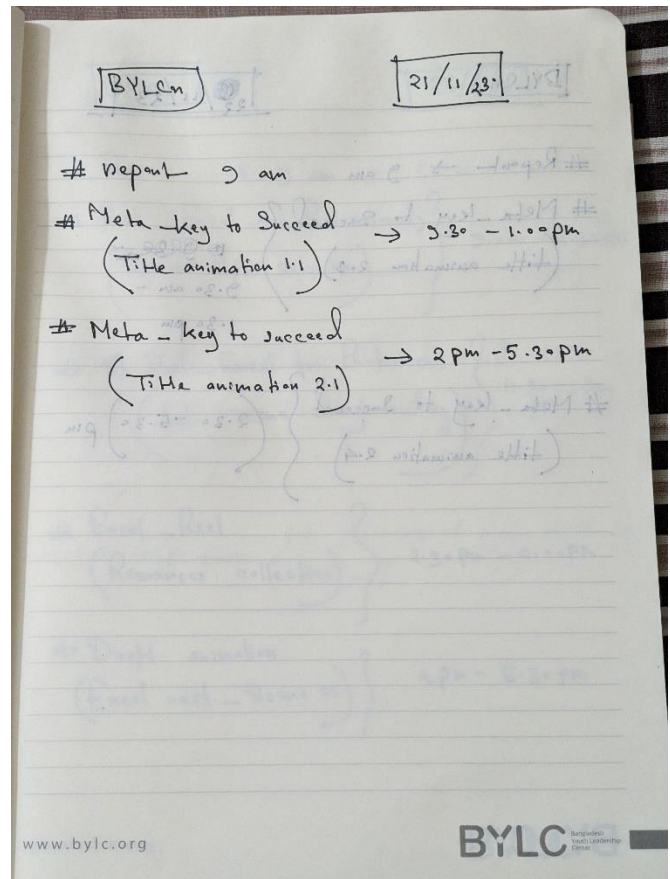
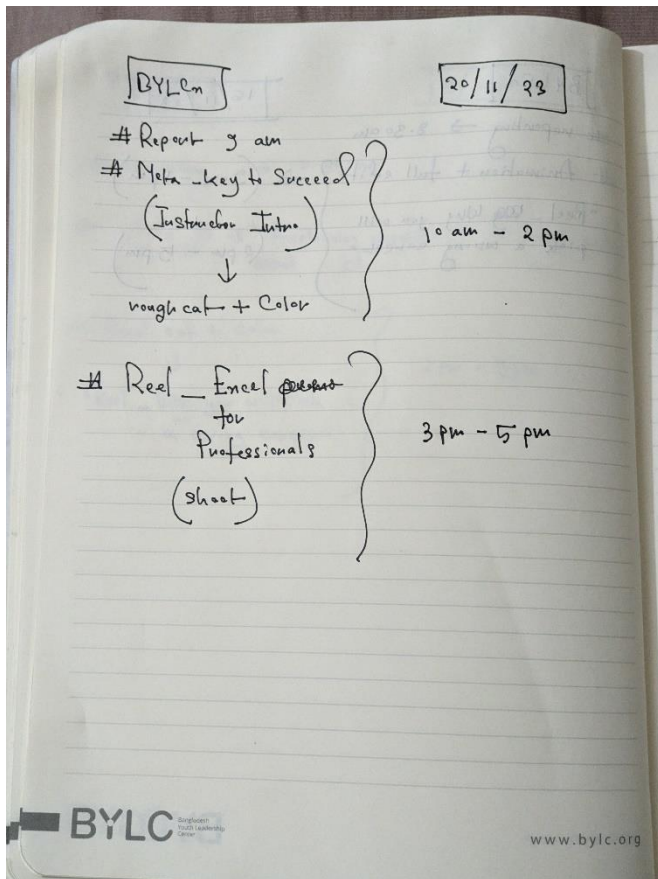
~~rough~~ color & final edit
without animation
↓
video 2.1 & 2.2 } 2 pm - 5.30 pm

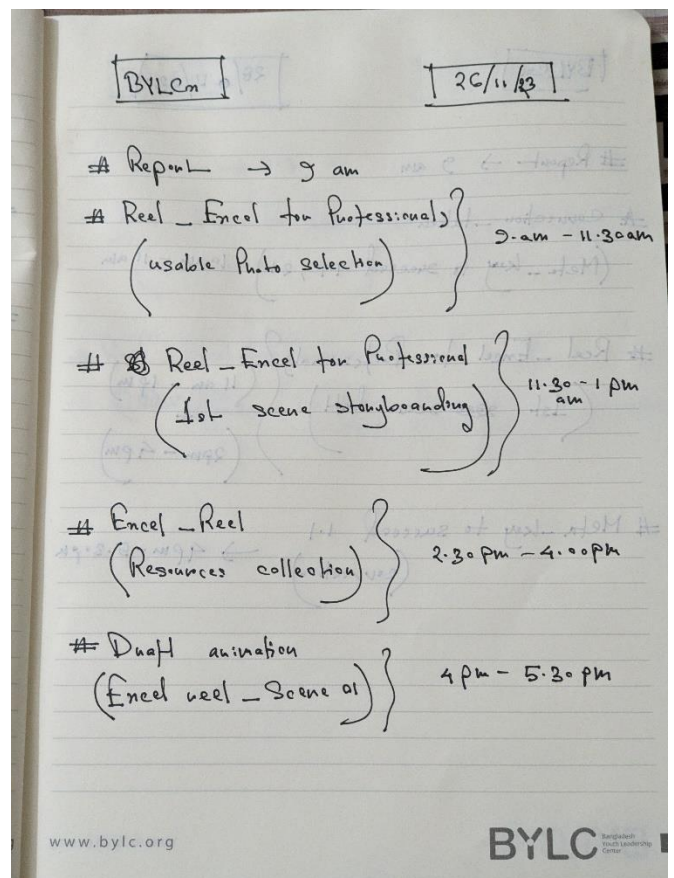
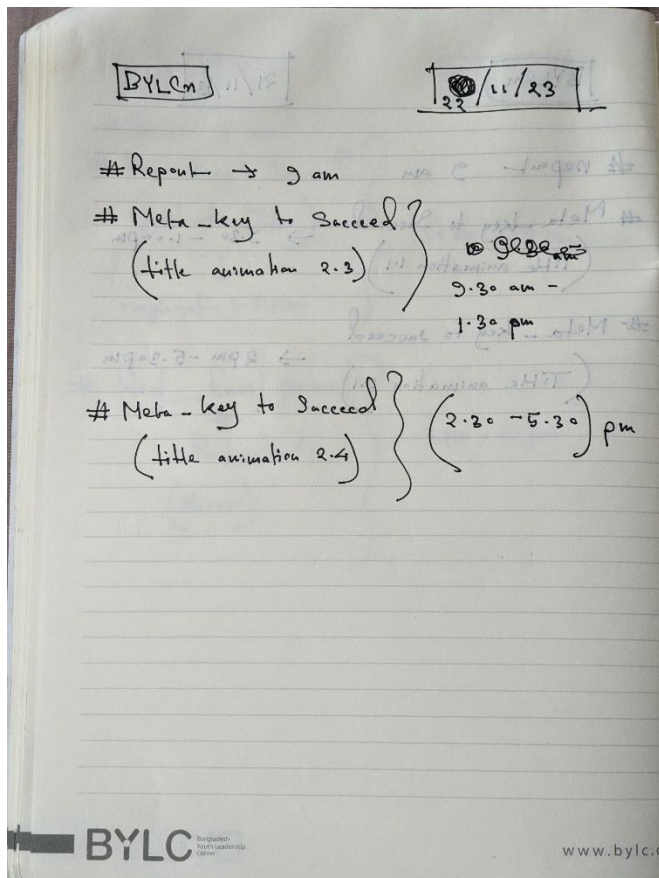
www.bylc.org BYLC Bangladesh Youth Leadership Center

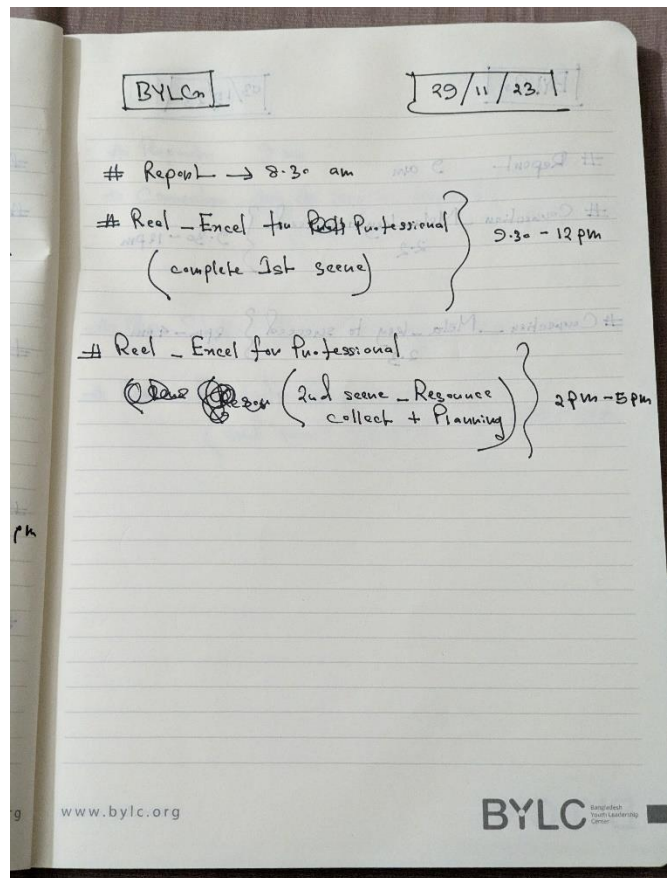
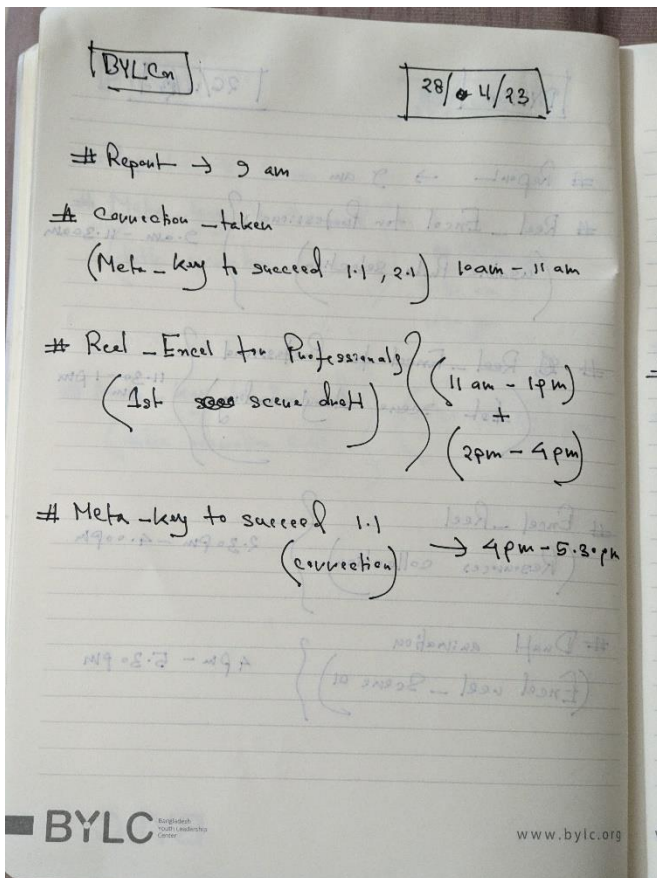




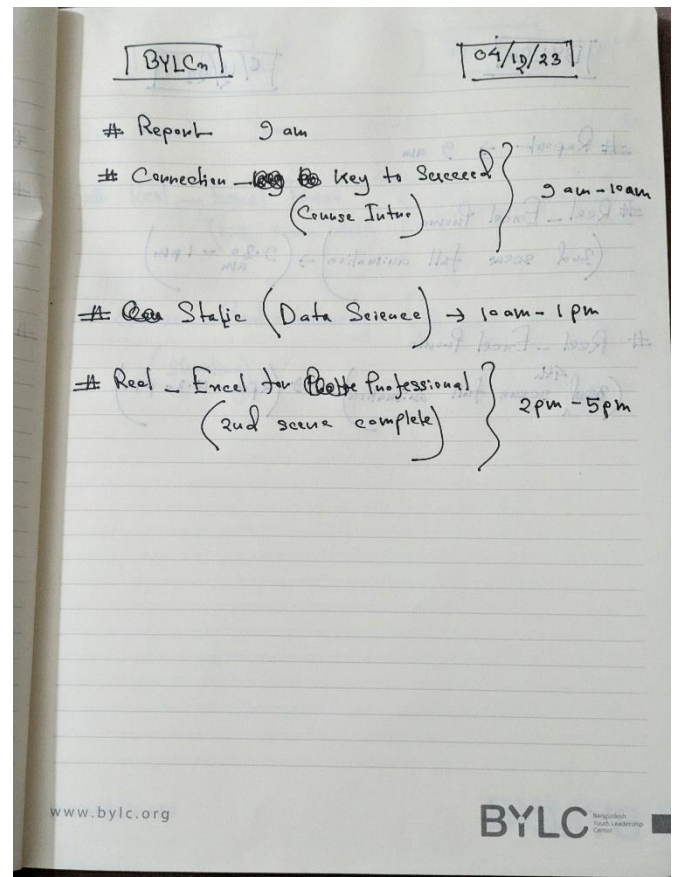
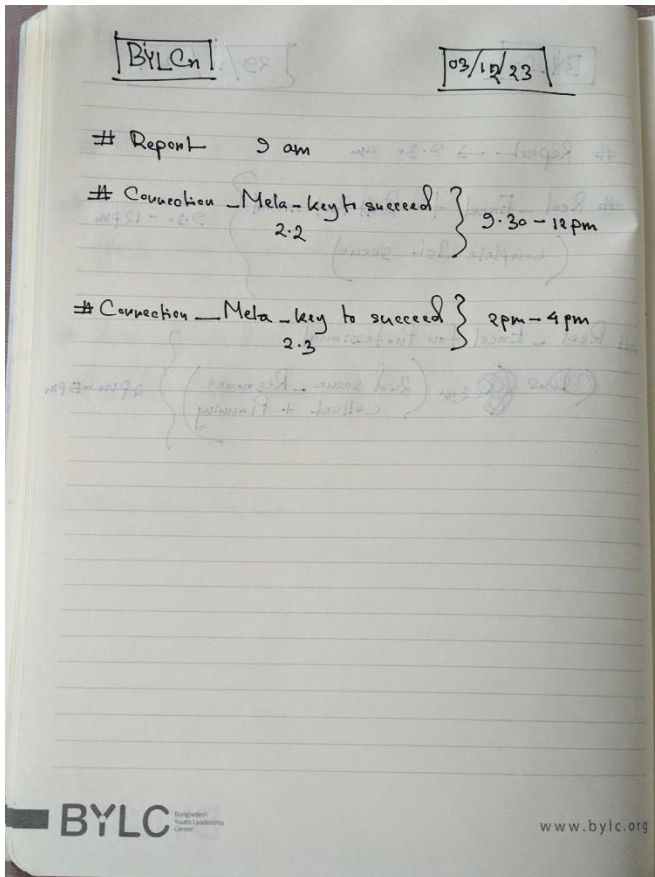


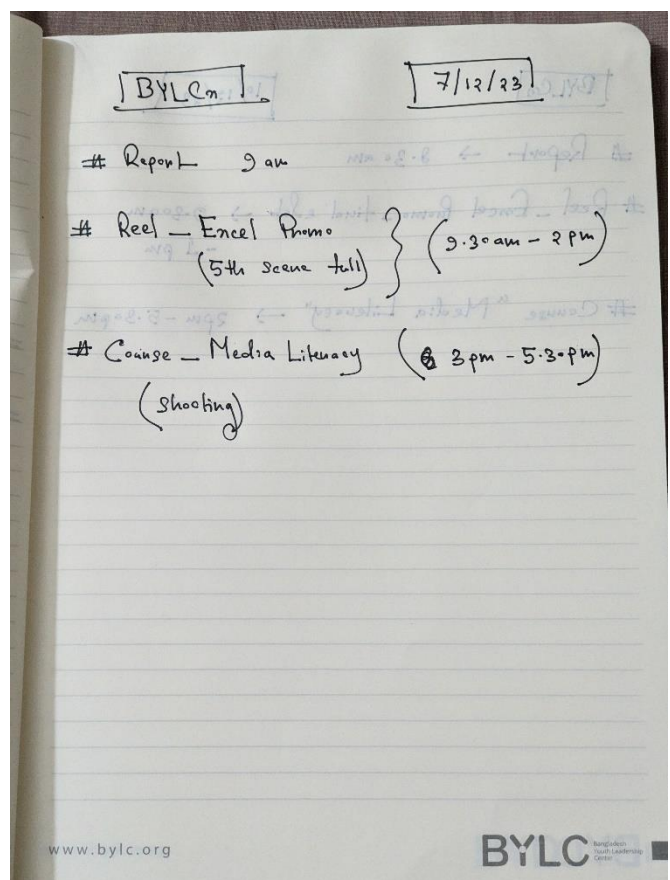
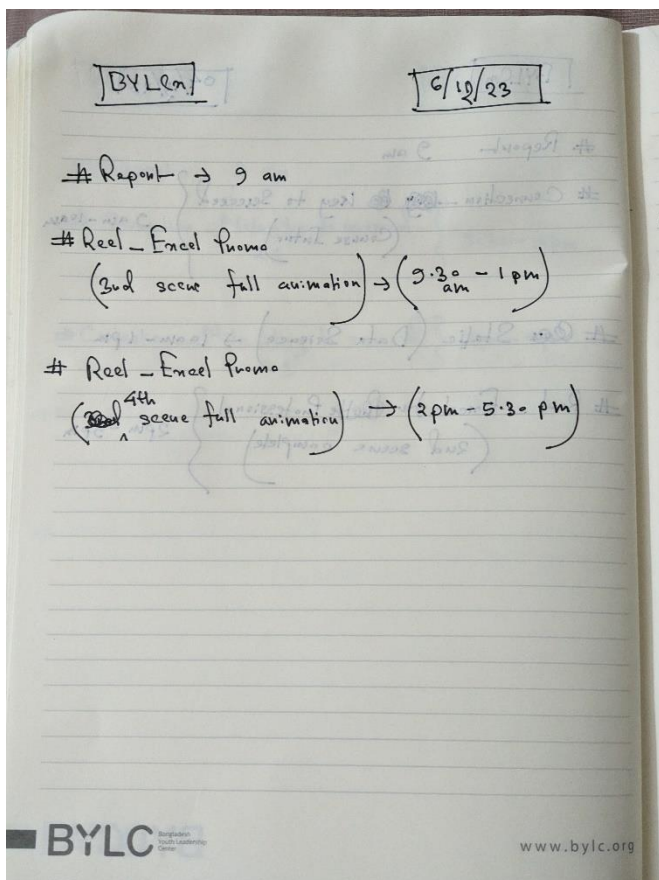






December, 2023





SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Ridwan Mahfuz

University ID: 191012055

Name of the Institute/Organization:	Bangladesh Youth Leadership Center (BYLC)		
Corporate Office Address:	Level 11 & 12, Medona Tower 28 Mohakhali C/A, Dhaka 1213		
Email:	info@bylc.org	Web:	https://bylc.org/

1. During a typical week, approximately how many hours did you dedicate to your internship?

40

2. Was your internship paid? If yes, how much?

Yes, it was paid Intership (10000tk.)

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	4
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	3
7	I have a sense of personal achievement.	4

8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5
13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.5

5. General Comments

Being a part of BYLC was an amazing experience. After completing the internship, I feel more skills, responsible, and technically up to date. I am now more open to new ideas, I think more critically, and i am more driven to achieve in life.

Signature of Intern

PROFESSIONAL COMPETENCY

My internship period in BYLC was full of engagement and productivity. Every day I learned something new, whether it was a soft skill or technical knowledge or professional etiquettes. The following text points out some of the key professional competencies I gained during the internship in BYLC-

Video production and editing: Proficiency in producing and editing quality videos. Encompassing skills in shooting, editing, and post-production processes, ensuring visually engaging content.

Graphics and motion Design: Proficiency in incorporating graphics and motion design elements into video content, enhancing the visual appeal and instructional value of online courses.

Proficiency with audio-visual equipment: Proficiency in handling audio-visual equipment such as cameras, microphones, and lighting setups, tele-propter ensuring optimal production quality during recording sessions.

Creative ideation: Ability to creative brainstorming sessions and the application of innovative approaches to enhance the visual appeal contents.

Storyboarding: Competency in creating storyboards to plan video shoots effectively.

Scriptwriting: Ability to write scripts for video content.

Teamwork: Skillful collaboration with diverse teams fostering a creative and cooperative work environment.

Adaptability and problem-solving: Showcasing problem-solving skills and adaptability under dynamic conditions.

Communication Skills: Clear and effective communication to facilitate collaboration and understanding across teams and other stakeholders.

Time management: Proficient prioritization and time management skills to meet tight deadlines and ensure the timely delivery of audio-visual assets.

CONCLUDING REMARKS

My internship at BYLC has been an invaluable and transformative experience. It has provided me with the opportunity to develop a wide range of professional competencies. BYLC served as my first step into the professional world, and I am immensely grateful for the knowledge, skills, and insights I've gained throughout this journey. The appreciation I received from my boss, supervisor, and co-workers was so significant, and it played a pivotal role in boosting my confidence. This positive and supportive work environment at BYLC has reaffirmed my belief in the importance of workplaces that foster such positivity. I believe the competencies and values I practiced while working at BYLC will undoubtedly serve as a solid foundation for my future, whether within a professional setting or any other field I choose to explore. I am sincerely grateful for this invaluable opportunity.

Thank You

APENDIX

Project-9

Project Title: Key to Succeed (Online Course)

Publication Link: Not yet published

Project assigned date: November 20, 2023

Publication date: Not yet published

Project Description:

This project features an online course Titled "The Skills to Succeed." This course is being created through a collaboration between BYLCx and Meta, as part of the "Digitally Golpo Boli" project. Comprising 14 videos, the course addresses diverse 21st-century skills by providing practical insights and equipping learners to navigate the challenges of the modern world. and digital landscape.

My Responsibility:

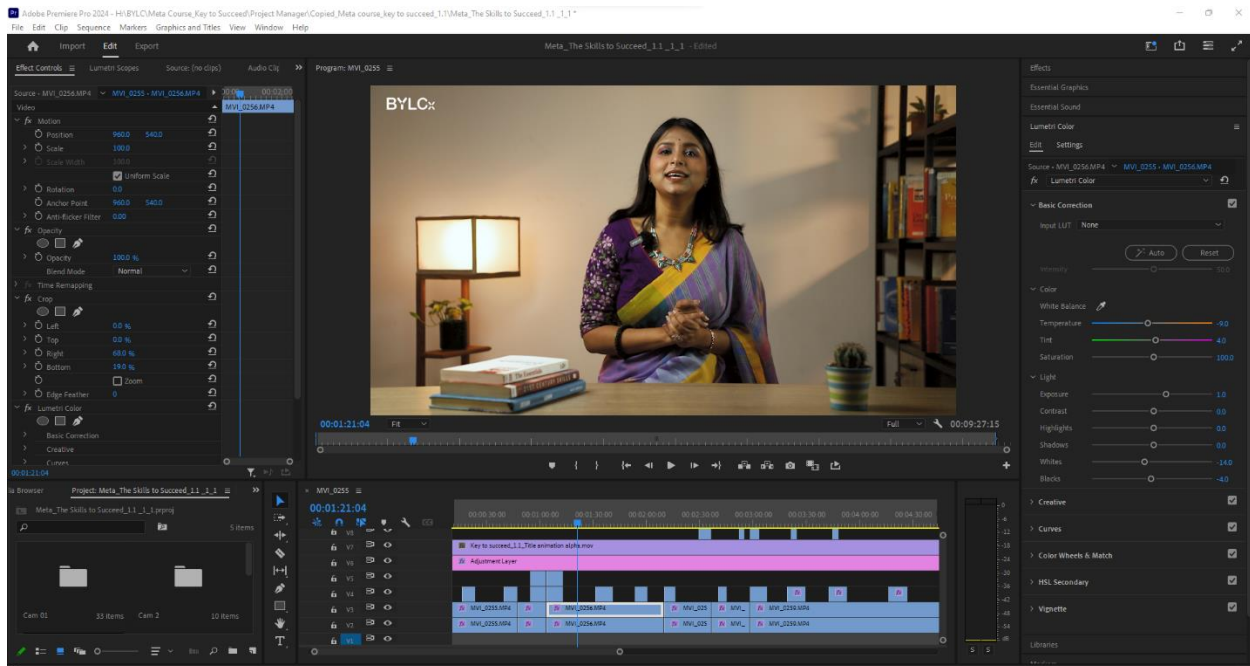
As a part of the audio-visual team, my core responsibility for this project was to contribute my creativity to make the learning material more engaging and immersive, in order to capture the audience's attention and encourages active participation. The following part reveals a list of responsibilities I took throughout the production of this project-

- I designed the set where the full course was being shot. Determining the suitable design for the set I went through a number of references. Following that I made a plan considering the raw materials we got inside the office.
- Made a check-list for necessary equipment, ensuring the all the devices were ready to use during the shooting.
- Made a plan for the lighting setup.
- Worked as the 2nd camera unit.

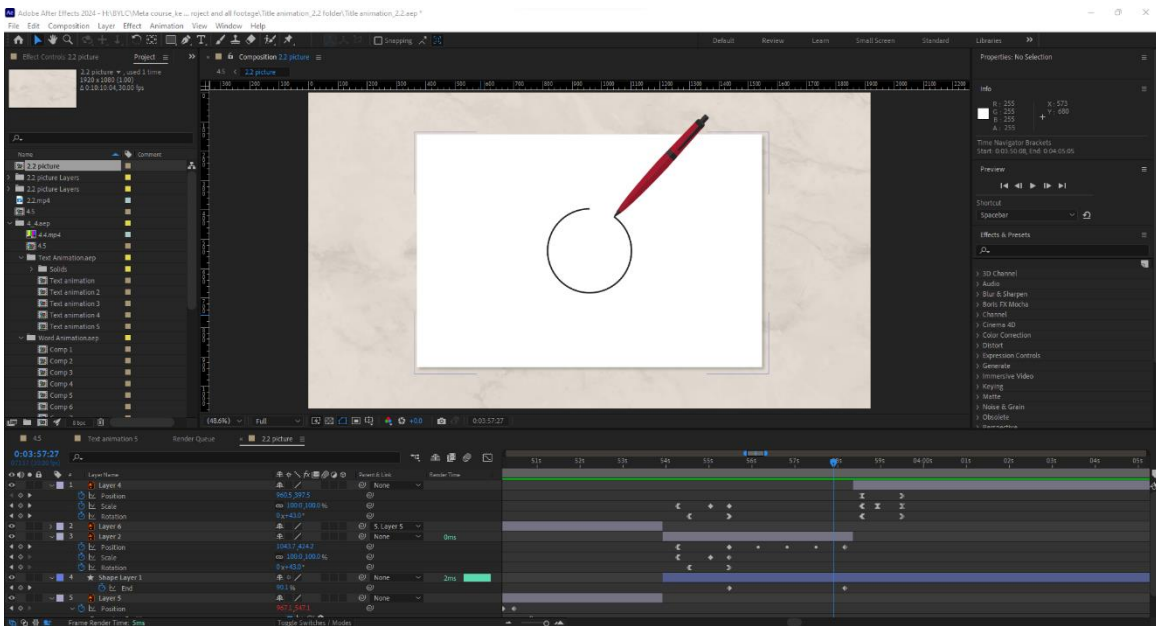
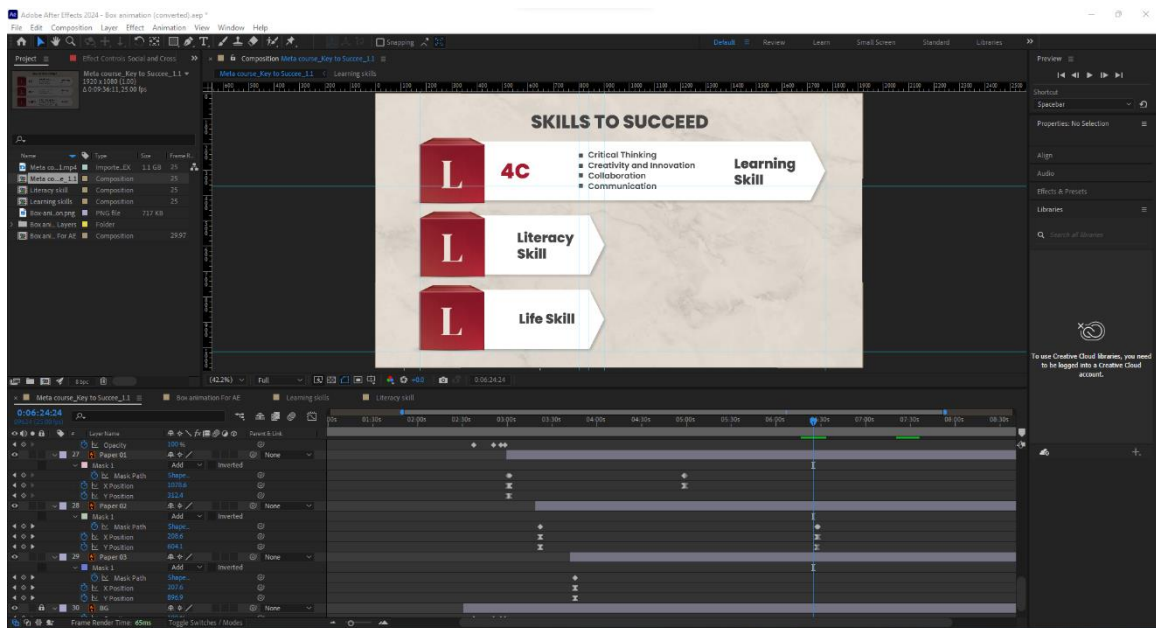
- Assisted my supervisor to edit the video. The full course comprises of 14 individual videos, and I edited 6 of them. The overall task in the editing process included- sorting out usable footages, creating a sequence, synchronizing the audio and video of two different cameras, color grading, creating text animation and motioned graphics.



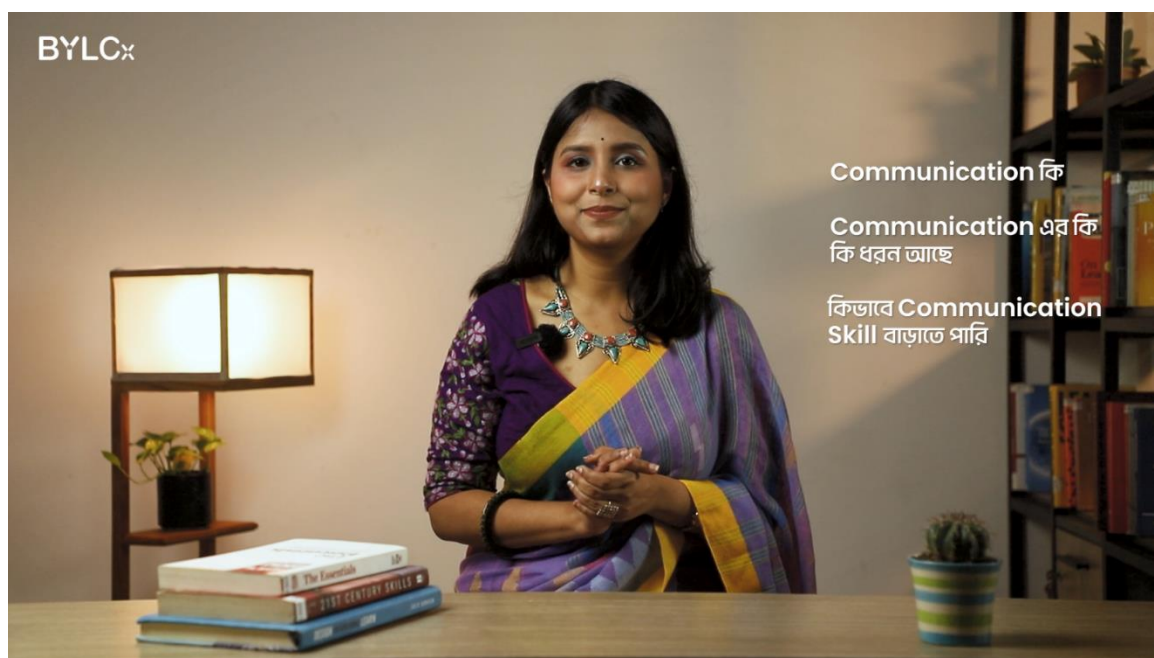
Behind the scene from the set



Screenshot of edit panel (premier pro)



Screenshot of edit panel (After effects)



Screenshot of a rendered video

Challenges and Mistakes:

Could not maintain the consistency of title animation (color, font size, motion) in the initial edit. But after my supervisor reviewed the drafts, we planned and fixated on a specific style regarding color, scale and motion. We specified 3 styles, one for long texts, one for single word titles and another for lists or bullet points. And maintained the design and motion for all the videos to maintain a visual consistency.

Though this project is not yet fully finished as we have not yet got any feedbacks from the investor, but from my perspective, this project reaches the highest quality that perfectly matches our team's expectation.

Learnings:

- Improved set designing skill.
- Familiarized with new After-effect expressions and tools.
- Improved the overall sense of text animation.

Figures 10: Some photograph of myself at the workplace



